

Catalog

of

Handwriting

Books
and Supplies



The Zaner-Bloser Company
612 North Park St. Columbus, Ohio

To Our Patrons

It is quite generally known that we handle the most valuable and helpful books on handwriting, and on kindred and miscellaneous subjects, including penmanship supplies, such as paper, pens, penholders, ink, blank cards, cardboard, etc., to be obtained in this country. We also have a large and complete stock and, quality considered, our prices are the lowest. We can save you money. If you do not find listed in this catalog what you want, write us, stating your desires, so that we can quote you our prices. We maintain a COMPLETE HANDWRITING SERVICE and can furnish anything in our line. If you desire a quantity of any article, whether listed here or not, let us know the quantity and we shall be pleased to quote a special quantity price if possible.

OUR AIM

We endeavor to furnish the best goods at the lowest possible prices. We can do this by making small profits and many sales, rather than by making larger profits and fewer sales. Goods sold at the lowest possible prices practically push themselves. We aim to give every one the greatest possible value for his money, and this policy has made us thousands of permanent customers.

HOW GOODS ARE SENT

All single copies of books, small articles or small lots of goods are postpaid at prices stated; but larger quantities go by express or freight, on which purchaser pays carriage charges. Give name of express or freight office if goods are to go either way. Be sure to give correct name and price of each article ordered.

REMITTANCES

Cash should accompany all orders, except from school officials and also from dealers who order in quantities and who furnish satisfactory financial information, including bank reference. Send express or postal money order, bank draft or registered letter. Stamps accepted for small amounts. Canadian patrons will please send money orders and not stamps which we cannot use. Make all money orders payable and address all letters to

The
Zaner-Bloser Company
—Penmanship Specialists—
Columbus, Ohio

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Correlated Handwriting

Why Correlated Handwriting Books Are Being So Enthusiastically Received

Because Correlated Handwriting Books represent twenty years of scientific investigation and a generation of practical experience in teaching handwriting. They emphasize the correlation between practice in writing and the use of writing in the other subjects of the school and in activities outside the school. Many language exercises are given for practice.

The course is graded in accordance with the psychology of the child's development and with modern educational practice. From almost the first day, the child begins to write material which has meaning. This material is so chosen that writing difficulties are few at the beginning and increase gradually, while the writing and the materials used show the same graduation.

Throughout the course the emphasis is upon the actual writing, but sufficient formal drill is introduced to give the child the training in drill which he needs. This drill is introduced, however, after the child has come to feel the need for it. Types of drill are emphasized which have been shown by scientific experimentation to be most helpful.

Because they are published in the form of Compendiums, Practice Books and Teachers' Manuals. In addition to the above a special Junior High School Manual and a Complete Teachers' Manual comprising Manuals 1 to 6 and Junior High Manual is provided to meet the needs of teachers who have more than one grade in a room.

DR. FREEMAN'S (CORRELATED) HANDWRITING BOOKS

Correlated Handwriting, a modern series of writing books embodying the latest educational methods.

The Zaner-Bloser Company publish two series of writing books for the elementary grades—Zaner Method Writing by C. P. Zaner and others, and Correlated Handwriting by Frank N. Freeman and others.

While there is agreement in the fundamentals between the two, in the Correlated books the newer plan of motivation through arousing interest by presenting words and sentences first, the meaning of which the pupil fully comprehends, and which appeal to one of his age, is followed. After writing the word or sentence, the difficult parts are then practiced in order to perfect the work. This plan is in keeping with the most modern and approved methods of teaching reading—by beginning such instruction with sentences—and differs from the other plan of teaching handwriting by first drilling on exercises, parts of letter forms, and then letter forms before taking up words and sentences.

The fact that some persons prefer one series of books and others the other series is our reason for publishing the two.

What does Correlated Handwriting mean? It means that Dr. Freeman, in collaboration with leading handwriting supervisors and penmanship experts, has prepared a series of writing books for the elementary schools in which handwriting, language, spelling, etc., are correlated. Of course, the pupil may not be aware of the correlation but while practicing his penmanship lesson he learns the correct use of the simple parts of speech, and how to spell, just as he learns good English from a parent or a teacher who uses good English. Handwriting is given the major attention and the other subjects are taught secondarily.

Good handwriting and poor English is a combination that is an abomination. So is the reverse. Correlated handwriting trains the pupil to write correctly the words that are usually misused or misspelled by the pupil in his grade.

After a pupil learns to write his sentences correctly, he is not likely to speak them incorrectly.

The men composing the Zaner-Bloser Company staff, who assisted Dr. Freeman in the preparation of these books, are well known as experienced, skillful penmanship specialists, and the joining of the two forces is believed to be a most fortunate and happy combination for the betterment of handwriting in the schools of our country. It means a union of the highest scholarship and of penmanship specialists, something we believe that has never before been accomplished in this country in the preparation of writing books.

old red hen." teaches the student the correct use of the verb ran. This is done unknown to the student, following the plan that through good example the student will unconsciously acquire the correct use of the word, and in a way that does not detract in the least from the efficiency of the writing lesson.

Project work in handwriting is also given proper attention.

CORRELATED HANDWRITING TEACHERS' MANUALS

For Teachers by Grades

For Grades 1 to 6, per dozen.....\$1.80
A Set of the 6 Books, postpaid..... 90c
Single Copy, postpaid..... 20c

Where the pupils are supplied with Correlated Handwriting Compendiums, each teacher should be supplied with a Teachers' Manual corresponding with her grade. The course of penmanship copies is the same in both the Compendiums and Teachers' Manuals but the latter contain complete instruction. In these Manuals, Dr. Freeman not only outlines the work for the teacher but gives her the benefit of his experience and research in this work. He simplifies the work and makes it a delight for any earnest teacher.

Dr. Freeman, editor-in-chief of Correlated Handwriting, is Professor of Educational Psychology in the University of Chicago. He is a nationally known educator and so far as we are aware is the first to bring such ripe scholarship as he possesses to the aid of the elementary schools through a series of writing books.

Discounts below apply to prices on this page only, but not on small postpaid purchases:

25 Per Cent F. O. B. Columbus (transportation collect) from list prices herein to Dealers and School Officials anywhere.

20 Per Cent F. O. B. destination (transportation prepaid) from list prices herein to Dealers and School Officials in 1st, 2nd, 3rd and 4th zones; 10 Per Cent in 5th and 6th zones; and net list prices in 7th and 8th zones and Canada.



DR. FRANK N. FREEMAN
Professor of Educational Psychology
University of Chicago

CORRELATED HANDWRITING COMPENDIUMS

For Pupils by Grades

For Grades 1 to 8, per dozen.....\$1.60
Set of the 8 Books, postpaid..... 1.00
Single Copy, postpaid..... 15c

These books Correlate handwriting with language, spelling, etc., by having the student write sentences containing the words he is most likely to misuse or misspell in sentences and spelling in his grade. For example, on page 15 of book one, the sentence, "He ran at the

WRITE FOR OUR CORRELATED HANDWRITING CATALOG.

Zaner Method Writing

ARM MOVEMENT

Why the Zaner Method of Writing Is a Success

Because it furnishes a series of carefully graded, sensible, pedagogically correct writing books for the pupils and a corresponding series of manuals for teachers, which contain the most complete, helpful and interesting material ever prepared to assist in teaching handwriting.

Because it publishes eight books, one for each grade pupil, for city schools with eight corresponding manuals for teachers, a text for high school pupils and teachers, and three books and a teachers' manual for rural schools.

Because the penmanship copies in all of the Zaner Method books were written freely, encouraging free-flowing arm movement, and are attainable by the average pupil; not hand-engraved or drawn with such accuracy that pupils readily see they are unattainable and become discouraged, or attempt to execute them slowly.

Because—and best of all—these books with a fair amount of attention by the teachers do get the desired results—a free, rapid, legible handwriting, with the least expenditure of time and effort by the teacher and pupil.

The Zaner Method of Writing is a success because it does not begin in the lower grades with the end aimed at in the eighth grade or high school, but presents only that which is safely within the limitations of the pupil's mental and physical capacities from year to year, assuring his highest development in the work in the upper grades.

ZANER METHOD WRITING BOOKS

THE ZANER METHOD OF WRITING

These books for the grades are now the adopted books used by numerous cities, towns and counties throughout the country.

The original copies in these books were written freely and encourage free-flowing movements.

The books are most carefully graded and appeal to all who appreciate the proper adaptation of the right kind of material to the abilities and limitations of the pupils of each grade.

This method employs exercises to develop freedom of movement and control of the letter forms.

Zaner Method Books were the first series of eight books for the elementary grades to advocate and popularize large writing for beginners, a feature that has since become quite general with leading handwriting supervisors and teachers.

The test of time has proved that the Zaner Method secures normal results in handwriting, and this is why many school officials and others prefer it to any other.

For the grades it is issued in the form of Practice Books and Compendiums for the pupils and in eight Manuals for the teachers.

ZANER METHOD WRITING COMPENDIUMS

For Pupils by Grades

Nos. 1, 2, 3 and 4 for Primary Grades, per dozen, \$1.12

Nos. 5, 6, 7 and 8 for Grammar Grades, per dozen, \$1.12

Set of the 8 Books, postpaid, 80c

Single copy, postpaid, 10c

These Compendiums contain the same course of penmanship copies as the Zaner Method Practice Books, but no practice paper. In some places the Practice Books are preferred and in other places the Compendiums. For that reason this method of writing is issued in two forms.

Many of the largest school systems are using these books with highly satisfactory results.

ZANER METHOD WRITING PRACTICE BOOKS

For Pupils by Grades

Nos. 1, 2, 3 and 4 for Primary Grades, per dozen, \$1.60

Nos. 5, 6, 7 and 8 for Grammar Grades, per dozen, \$1.60

Set of 8 Books, postpaid, \$1.00

Single copy, postpaid, 15c

These are the Practice Books for use in the elementary grades of the public schools, and in other schools, prepared originally by C. P. Zaner and others, and which are very widely used. Revision from time to time keeps these books up to date.

Pupils practice on loose sheets of practice paper and then write in the books so that their best efforts may be preserved and improvement noted.

Any one who will follow the instructions given in the corresponding eight Zaner Method Teachers' Manuals and write up a set of these Practice Books will possess quite a penmanship education and a good handwriting in addition.

ZANER METHOD TEACHERS' MANUALS BY GRADES

Nos. 1, 2, 3 and 4 for Primary Grades, per dozen, \$1.60

Nos. 5, 6, 7 and 8 for Grammar Grades, per dozen, \$1.60

Set of the 8 Books, postpaid, \$1.00

Single copy, postpaid, 15c

These are the Teachers' Manuals that have had the greatest influence for good handwriting during recent years. They are used by the teachers where the Zaner Method Practice Books or Compendiums are used by the pupils. They contain the same course of penmanship copies that appear in the Practice Books and in the Compendiums but in addition, complete instruction and weekly outlines. To be familiar with these Manuals means that you know how to teach modern handwriting.

ZANER METHOD MANUAL 144

Single copy, postpaid, 25c

Per dozen, \$2.40

For High and Commercial Schools and Grammar Grades of City and Rural Schools. Contains copies and complete instructions for pupil and teacher. 112 pages.



PERCEPTION STRIPS

1 complete set, postpaid, \$1.25
Per dozen sets, \$10.88

A set of Z. & B. Perception Strips consists of 9 heavy, durable cards containing the capitals, small letters and figures, each card being 4¼ x 20¼ inches.

Placed above the blackboard or elsewhere on the wall, they beautify the classroom and through the influence of good examples improve the pupils' handwriting. Just as pupils unconsciously imitate correct or incorrect speech, they imitate good or poor script forms. Place these strips before them so that they may acquire the best forms through Perception.

Used largely in the schools of this country and in other countries.

ZANER HANDWRITING SCALES AND STANDARDS

Size 16 x 21 inches

No. 1 for grades 1 and 2.

No. 3 for grades 3 and 4.

No. 5 for grammar grades, high schools, etc.

Set of three, postpaid, 50c

Each, 25c

Each scale contains graded specimens of writing arranged in a way that it is very easy to find the grade of any written work.

These standards were brought out after much investigation, observation and experimentation, and by men whose experience covered more than a quarter of a century in penmanship work.

25 Per Cent Discount F.O.B. Columbus (transportation collect) applies to prices on this page only, but not on small postpaid purchases.

WRITE FOR OUR ZANER METHOD CATALOG.

Graded Penmanship

WHY GRADED PENMANSHIP BOOKS ARE RECEIVING SUCH WIDESPREAD ENDORSEMENTS

Modern education is scientific. In the last ten years many important facts have been discovered concerning the mental and physical growth of children, their methods of learning and the effectiveness of different types of teaching.

Brother Eugene, Supervisor of Schools in the Diocese of Brooklyn, has perfected a system of writing that aims to develop in pupils the power to direct their own practice and the ability to judge whether or not they are succeeding in that practice. Each lesson has a definite purpose and is related to actual writing experience.

By this Method no attempt is made to present ideals or accomplish ends in the lower grades that are achieved in the eighth grade or high school, but the objects to be attained are carefully and scientifically approximated to the mental and physical capacities of the pupils from year to year.

Courses in reading, in spelling, in arithmetic, in natural science, must be carefully graded. Most courses in Handwriting are ungraded. The same kind of instruction in Handwriting and the same size of copies are often unwisely given from the first grade to the eighth. Graded Penmanship books contain different subject matter, different methods, and apply different standards in each grade. Each grade in this course has its distinctive aim, proper size of letters, and the aim fits the child's stage of development and his stage of learning.



REV. BROTHER EUGENE, O. S. F., LIT. D.
Community Supervisor in Diocese of Brooklyn. Author Eugene Series of Texts for Elementary Schools.

Graded Penmanship is Correlated

Also, this system correlates Handwriting with other studies, such as religion, language, spelling, arithmetic, hygiene, etc. It readily facilitates the transfer of skill from writing to other subjects. The Method involves the use of eight books—one for each grade—each adapted to the child's development at that particular stage.

Graded Penmanship equips pupils with methods of work that will enable them to attack their writing problems intelligently. Short definite directions go with each lesson, thus eliminating the use of a Teacher's Manual, which is often not at hand when needed. Brother Eugene's

Graded Penmanship is self-service applied to writing.

The last page of each book has a Standard Handwriting Specimen representing a fair standard of attainment for the grade. This gives teachers an ever ready means of knowing just how well a pupil in a given grade should write. Papers can be quickly rated as equal to, above, or below the grade standard. Pupils also have at hand a means of estimating their progress. The inclusion in each book of a Standard Grade Specimen, taken from Scientific Scales for Testing Handwriting, is one of the many high lights of Brother Eugene's Graded Penmanship for Catholic Schools.

Graded Penmanship Scales and Standards

Nos. 1, 2, 3, 4, 5, 6, 7-8-9, per doz.....\$1.92
Single copies sent postpaid.....20c net

These Scales contain specimens of poor, satisfactory and superior handwriting for each grade. Thoroughly scientific.

Brother Eugene's Graded Penmanship Books by Grades

Nos. 1, 2, 3, 4, 5, 6, 7, 8, per doz.....\$1.60
Single copies sent postpaid.....15c net

For teachers and pupils in Grades 1 to 8. A new series of Handwriting Books for Catholic Schools, simple in plan, easy for teachers to use, retaining only drill work that experience has shown to be valuable, graded according to pupils' age and progress.

WRITE FOR OUR COMPLETE PRICE LIST OF GRADED PENMANSHIP BOOKS.

Correlated Handwriting Complete Teachers' Manual



For Rural Schools with more than one grade in a room,
248 pages, size 6x8

Per dozen\$8.00
Single copies, postpaid, net..... 70c

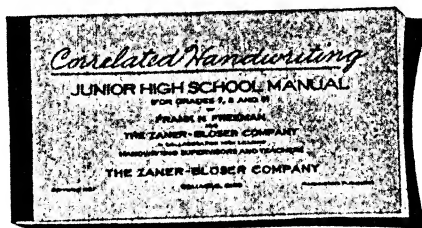
This Complete Teachers' Manual contains the same material as Teachers' Manuals 1 to 6 and the Junior High School Manual, and is therefore the most complete and up-to-date Manual for use of Rural School Teachers, Normal School Students, Supervisors and all teachers who have more than one grade in a room.

For the best results in Rural Schools with more than one grade in a room, the teachers should be supplied with this Correlated Handwriting Complete Teachers' Manual, and pupils should be supplied with books as follows: Pupils in grades 1 and 2 should use Correlated Compendium 1 or Correlated Practice Book 1, pupils in grades 3

and 4 should use Correlated Compendium 3 or Correlated Practice Book 3, pupils in grades 5, 6, 7 and 8 should use Correlated Compendium 5 or Correlated Practice Book 5.

When pupils in grades 1 and 2 have completed Correlated Compendium 1 or Correlated Practice Book 1, they may use Correlated Compendium 2 or Correlated Practice Book 2, pupils in grades 3 and 4 may take up Correlated Compendium 4, or Correlated Practice Book 4, and pupils in grades 5, 6, 7 and 8 may take up Correlated Compendium 6, or Correlated Practice Book 6, followed by Correlated Junior High School Manual.

Correlated Handwriting Junior High School Manual



For Pupils and Teachers in grades 7, 8 and 9,
64 pages, size 4 1/4 x 8

Per dozen\$2.40
Single copies, postpaid, net..... 25c

Correlated Handwriting Junior High School Manual is intended for the use of both teachers and pupils, since it contains suggestions and directions as well as copies. The plan of the book is as follows: At the outset a test is given to all pupils to determine which pupils need practice. This is followed by directions and exercises which review the main features of position, movement and form. A diagnostic test is then given in order that each pupil, with the help of his teacher, may analyze his writing and see what his special needs are. The remainder of the book is given up to various kinds of application and appropriate practice exercises in order to enable each child to overcome his individual difficulties.

Junior High School Manual Also Published in Compendium and Practice Book Form.

Compendium 7 for Grade 7, Compendium 8 for Grade 8,
Per doz., \$1.60; single copies, postpaid, 15c, net.

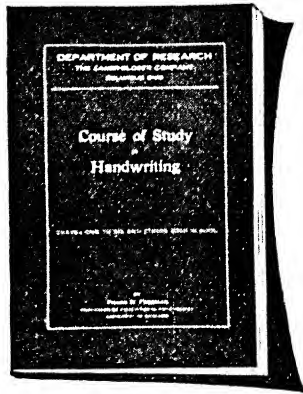
Practice Book 7 for Grade 7, Practice Book 8 for Grade 8,
Per doz., \$1.92; single copies, postpaid, 20c, net.

The material in the Correlated Junior High School Manual has been made available in Compendium and Practice Book form for the benefit of schools not following the Junior High School plan. These Compendiums and Practice Books also contain complete directions for both pupils and teachers.

A Course of Study in Handwriting

By Frank N. Freeman

Size 6x9, 40 pages for grades 1 to 8.
Single copy, postpaid, 50c, net. Per dozen, \$6.00



Are you planning on placing the same emphasis upon the teaching of handwriting this year that you are placing upon the teaching of spelling, language and other subjects in your schools, by getting out your own course of study, holding teachers' meetings and improving the handwriting instruction generally? If you are, you will find a wealth of suggestive and helpful material in Dr. Freeman's new Course of Study in Handwriting.

This Course of Study in Handwriting is a condensation of the results of twenty years of scientific research in handwriting on the part of Dr. Freeman.

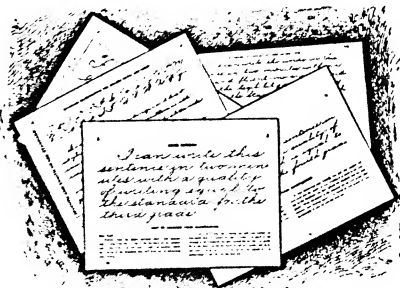
The book begins with a discussion of the Principles of Teaching as applied to handwriting, which is followed by a discussion of the Aims and Outcomes of handwriting instruction for Grade 1, with brief weekly outlines and suggestions.

The work for each grade through the Junior High School is outlined in a similar way. This Course of Study in Handwriting is scientific enough to command respect and yet written in such a way as to be easily read and understood. An indispensable aid to Superintendents, Supervisors, Principals and Teachers who wish to accomplish more in handwriting in less time.

Desk Scales

For Grades 2 to 8. Size 6x8

A NEW TYPE OF SCALE



DESK SCALES

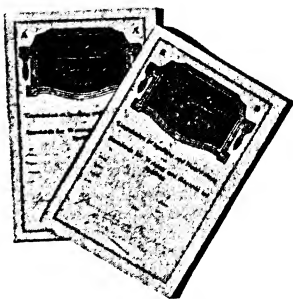
| | |
|-----------------------------------------|--------|
| 1 for Grade 2, per dozen..... | \$1.28 |
| 1 for Grade 3, per dozen..... | 1.28 |
| 1 for Grade 4, per dozen..... | 1.28 |
| 1 for Grades 5 and 6, per dozen..... | 1.28 |
| 1 for Grades 7 and 8, per dozen..... | 1.28 |
| Single copies, postpaid, each, net..... | 10c |

These Scales contain standards of handwriting, as well as a model specimen of handwriting for each grade. They are made to use on the pupils' desks, and it is intended that each pupil be supplied with an individual scale for his grade.

Spelling Tablets

Size 6½x10, 40 pages

| | |
|--------------------------------------------|--------|
| Per dozen, B for Grades 2, 3 and 4..... | \$1.60 |
| Per dozen, A for Grades 5, 6, 7 and 8..... | 1.60 |
| Single copies, each, postpaid, net..... | 15c |



These Spelling Tablets are especially designed to correlate spelling and writing. They contain handwriting, showing standards for various grades, progress records, etc. They are made of good writing paper and contain many valuable suggestions on writing and spelling.

Freeman's Scientific Handwriting Scales



Size 8½x26

How Well Should A Pupil Write?

In Grade 1? In Grade 3?
In Grade 2? In Grades 4 to 9?

This is a question which teachers, pupils and school officials have been asking. Dr. Freeman, by measuring thousands of specimens of handwriting of pupils, has determined scientifically just how well the average child should write in each grade, and has prepared a handwriting scale for each grade from one to six and another scale of Grades 7, 8 and 9.

Scale three is shown herewith. It contains a satisfactory standard for grade three, as shown in the center of the scale. On the right is a specimen of handwriting which is very satisfactory for grade three, and on the left is shown a specimen of handwriting which is unsatisfactory for grade three.

These Handwriting Scales will be very helpful in testing the handwriting of your pupils. One of these Handwriting Scales should be in each classroom. Many schools are placing these scales in the hands of the pupils by purchasing a half dozen for each room. The cost is small when compared with results secured.

For Teachers and Pupils in Grades 1 to 8

| | |
|--------------------------------------------|--------|
| Scale 1 for Grade 1, per dozen..... | \$1.92 |
| Scale 2 for Grade 2, per dozen..... | 1.92 |
| Scale 3 for Grade 3, per dozen..... | 1.92 |
| Scale 4 for Grade 4, per dozen..... | 1.92 |
| Scale 5 for Grade 5, per dozen..... | 1.92 |
| Scale 6 for Grade 6, per dozen..... | 1.92 |
| Scale 7 for Grades 7 and 8, per dozen..... | 1.92 |
| Single Copies, postpaid, each..... | 20c |

Perception Strips



Ten Wall Strips That Greatly Improve Penmanship

Teachers everywhere report rapid improvement in student writing as a result of students having constantly before them the Zaner-Bloser Perception Strips. Just place these strips on the wall or blackboard where they can be seen at all times and you'll be amazed at the remarkable improvement in each student's writing. Besides being a constant reminder of the correct forms for each letter, these cards also improve the appearance of your room.

Large Letters Easily Seen From Any Part of the Room—Strips Come Ready to Place on Wall.

All 10 strips showing the entire alphabet in capital and small letters, also figures from 0 to 9 will be mailed prepaid to any teacher or school official at the low price of \$1.25, net. Send check, money order or stamps.



One set, 10 cards, size 6x21, Perception Strips No. 2, prepaid, \$1.25, net.
Per dozen sets, \$10.88.

BOOKS ON BUSINESS PENMANSHIP

The following described books are undoubtedly the best to be obtained on the subjects treated. No similar publications have ever had such a large sale as these books are having today. One of the secrets of the success of many persons is that they are able to advance themselves with the aid of good books. This ability is something every ambitious person should acquire.

Persons who intend entering the Zanerian College will find it greatly to their interests to secure as many of these works as possible and master their contents before coming. By so doing pupils are able to complete the course in the Zanerian in less time than they otherwise could. Of course, the books are not for prospective Zanerian students alone, but for all who wish to master the subjects treated. If a number of books are desired at one time, write for special prices.

ZANER METHOD WRITING MANUAL 144



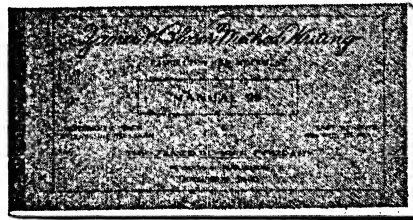
Is a book on practical business writing covering the ground from A to Z. It contains a complete course of penmanship copies with complete instructions for each copy. The copies and instructions represent the best efforts and thought of those who have devoted the greater part of their life to the cause, and with this book they have solved the problem of producing a system of writing which is easy to teach, easy to learn, easy to read and easy to write.

The style of writing presented is such as is in demand in our practical age. The instructions are so explicit and the copies so well graded and executed that no one need go without a good handwriting. The book is not only designed as a self-instructor for the home student who wishes to improve his penmanship, but it is also intended for the use of high and business school pupils, and also for teachers who wish to prepare to teach penmanship.

The work contains 112 pages and can be furnished in paper or cloth binding. It is being used widely throughout this country by correspondence students, home students, high and business college students, as well as by many private schools.

Price, 25c postpaid, in paper cover. In cloth cover, postpaid, 50c. Paper cover, per dozen, \$2.40.

ZANER & BLOSER METHOD WRITING MANUAL 96



Size 4 1/4 x 8 1/2. 96 pages. Price, postpaid, 25c each. Per dozen, \$2.40.

In addition, it contains many pages of applied writing, such as business forms, paragraphs, letter writing—a most valuable lot of material for advanced penmanship students.

The book is a composite, containing the ideas of a number of experienced teachers of penmanship.

It is intended for use in Junior and Senior High Schools, Business Colleges, Parochial Schools, Commercial Departments and Grammar Grades; in fact, for all schools, whether public or private, where a neat, legible, rapid handwriting is desired. It is also a complete guide for home students.

The penmanship examples are some smaller in size than are those in our other similar work—Manual 144.

The first ten pages contain numerous illustrations, and fully explain the essentials of success in learning to write, such as correct position, movement, speed, etc.

Then follows a very complete course of penmanship copies and instructions consisting of 135 lessons.

SHORT CUT TO PLAIN WRITING



The book is typical of the title, a real "Short Cut to Plain Writing."

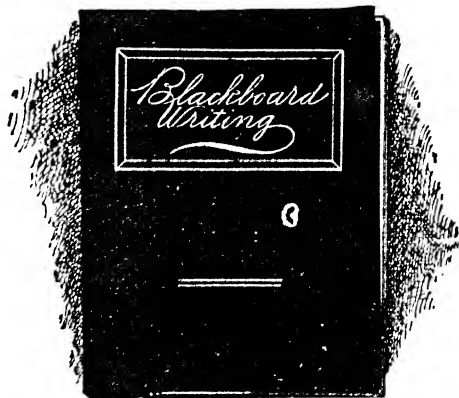
It is constructive rather than revolutionary, and reformatory rather than reactionary. It is based upon the idea that it is better to improve the quality of the writing rather than change the style; that most writing is poor on the part of a few letters only and that it is better to improve the few poor ones rather than

to change the good ones. Of course, it is a book for busy adults rather than for children; neither is it intended for people who are "set" in their theories, but rather for the growing, going, and ambitious, progressive people.

It's different; it's unconventional; it's stimulating; it's helpful; it's concrete in its suggestions. C. P. Zaner is the author.

Price, postpaid, 25c. Per dozen, \$2.40.

BLACKBOARD WRITING



A guide for all who desire to learn to write well on the blackboard. The book contains 32 pages, size 5 1/4 x 6 3/4 inches.

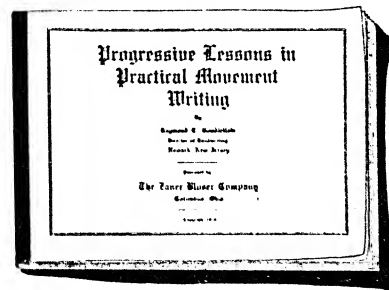
Good blackboard writing inspires confidence in one's ability. All teachers should be master of this art. This book makes the work interesting and easy to acquire. It is very important that a teacher should be a good blackboard writer. Indeed, it is more important that she write well upon the board than upon paper, although very necessary that she excel upon both. By being a good penman, she knows through experience how much patience and perseverance is required to write well upon the blackboard, she can in a short time show many pupils how to practice in order to write well. And by so doing she can interest, instruct and enthuse; for it takes all three elements to lead a class onward to success.

This volume is issued in response to a number of requests for practical suggestions in presenting practical writing to classes from the blackboard. It is the teacher's chief and most potent method of showing, for there is much truth in the old saying, "Seeing is believing."

Price, postpaid, 25c. Per dozen, \$2.40.

PROGRESSIVE LESSONS IN PRACTICAL MOVEMENT WRITING

By Raymond C. Goodfellow

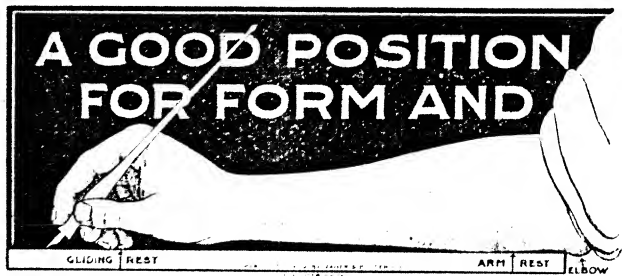


Size 6x8 1/2, 96 pages. Price 25c each, net; per doz., \$3.20

Progressive Lessons in Practical Movement Writing is intended for use of pupils from the 3rd Grade through the 8th. It contains many splendid illustrations and the lessons are organized in such a way that they are easily taught and easily learned. Each lesson is accompanied by brief instructions. Send for your copy today.

Each pupil should be supplied with a handwriting text book. Consult us for the best.

Hand and Body Position Charts



FREEDOM IN WRITING

Hand Chart, size 14x22 inches, three-ply cardboard.
Postpaid, 30 cents, net; per dozen \$2.88.

Shows how to place the arm and hand and hold the pen

Body Chart

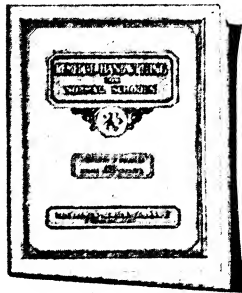
Size 14x22 inches, three-ply cardboard.
Postpaid, 30 cents net; per dozen \$2.88.

Shows how to sit for writing as well as for study.

The illustration herewith is taken from our Hand and Body Charts. The Hand and Body Charts are each 14x22 inches. The Body Chart shows the position of the body just as the Hand Chart shows the position of the hand and arm. These position charts keep the correct position before the pupils at all times, and thus help to secure correct pen holding and proper posture, which make Free Arm Movement possible. A copy of both the Hand and Body Chart for each school-room is a splendid investment.

Remedial Handwriting For Normal Schools

By Alonzo F. Myers and Nelle Slye Warner



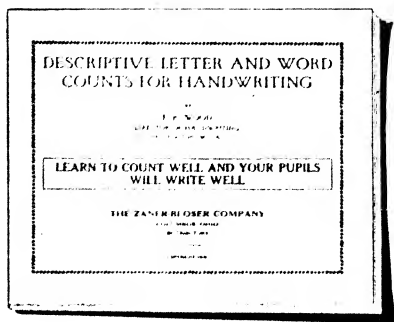
Size 8x10, 56 pages

Single copy, postpaid, \$1.00 net—Per dozen, \$12.00

This 56-page Manual is intended for use by normal school students and teachers in service who wish to bring their handwriting up to the acquired standard for teachers. The material in this Manual has been successfully used in Ohio University, Athens, Ohio. Its success there prompted the publishers to make this material available to all teacher training institutions and teachers in service.

Descriptive Letter and Word Counts for Handwriting

By E. R. Wood, Director of Handwriting
Huntington, W. Va.



Size 6½x8, 12 pages.

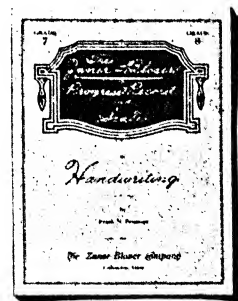
Price 25c each, net, postpaid.

This book contains the descriptive counts for all the words in Freeman's Correlated Handwriting Books for Grades 1, 2 and 3. It also contains descriptive counts for all capital and small letters. This material was given a thorough trial in the Huntington Schools before being published. Teachers who have used these descriptive counts are very enthusiastic in their praise of this little booklet.

Progress Record and Scale

For Grades 7 and 8

By Frank N. Freeman



Size 8x10½, 32 pages.

Single copy, postpaid, 25c, net; per dozen, \$2.40.

This new book shows how to diagnose errors, apply the remedy and motivate practice. Space is provided for recording weekly progress. Also contains handwriting scales and other valuable helps and suggestions.

"Script Occupation Exercises"

put up in an attractive box and labeled.

"PLAY THE GAME"

is the name of the box for pupils' use. It contains script words written on cards consisting of over 200 of the most frequently used words in the child's vocabulary and 25 pictures which are most dear to the hearts of little children.

Instructions accompany each box and the teachers' handbook entitled "Script Occupation Exercises" contains many valuable suggestions to the teacher.

They are being very favorably received by primary supervisors who realize the importance of teaching visualization to primary children.



PRICES

1 box with 200 script words and 25 pictures, postpaid, 55c net.
Per dozen boxes, \$6.24, less the discount.

1 Teachers' Manual to accompany the above, 15c net, postpaid.
Per dozen, \$1.60, less the discount.

Special Introductory Offer

TO TEACHERS 50c

The primary teachers of some of the largest cities in the United States have helped in the preparation of this new publication. In view of this fact, there is every reason to believe that the exercises prepared will prove helpful to both pupils and teacher. No person is a better judge of capabilities and needs of first grade pupils than the teachers who teach them day by day.

To secure this special offer, just tear out this advertisement, write your name, address, position, and return it to us along with 50c.

Name

Address

Position

Funny Fable Folk



32 pages, size 5½x7¾.

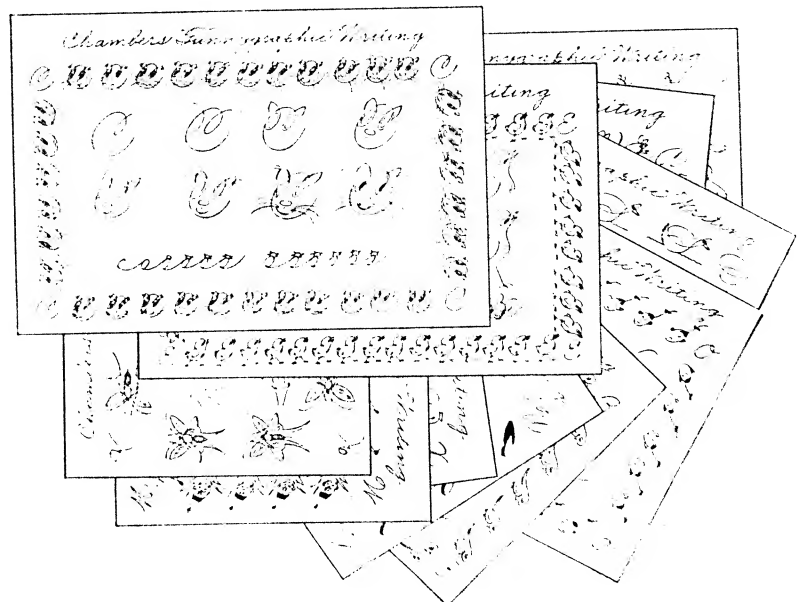
Price 50c, net, postpaid; per dozen, \$6.00.

By J. O. Peterson and Alice E. Strong

For Teachers and Children in first and second grades.

"Funny Fable Folk," for teachers, parents and children. It is a child's book of tiny animals and the funny tracks they make. You will observe that these tracks unconsciously lead the child to visualize and perceive the forms used in primary writing. Funny Fable Folk should be in the hands of every small child in the first grade and kindergarten. It also makes a splendid Christmas gift.

Chambers' "Funnygraphic" Writing



A million smiles for \$1.00 in the U. S. A. and \$1.50 in Canada.
Limited edition.

Above are a few of the many illustrations from Chambers' "Funnygraphic" Writing, Budget No. 1, by Leota Domigan Chambers and C. Spencer Chambers.

It is intended for use by teachers of writing in High Schools, Business Colleges, Parochial Schools, Commercial Departments and Grammar Grades, who are desirous of vitalizing their lessons.

KEEP IN TOUCH WITH US

The Zaner-Bloser Company is constantly bringing out new books on penmanship, new aids for the teachers and pupils, new supplies, etc.

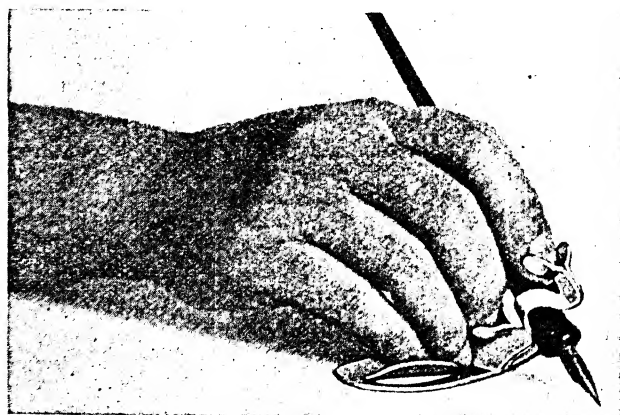
We believe that all persons interested in good handwriting will find it profitable to keep in touch with our company and receive our free literature from time to time.

Please notice the many new books and articles listed in this catalog that were not listed in the previous edition. Some of them are: Dr. Freeman's (Correlated) Writing Books; numerous miscellaneous books; a number of Pens; several Penholders for fine pointed pens; Genuine and Artificial Parchment; Lowe's Writing Frame; Transparent Rulers; a new series of 12 Joker or Comic Cards, Christmas Cards, etc.

We are endeavoring to be progressive in our work of supplying penmanship aids and materials for we realize that we are serving as progressive a lot of persons as can be found in any field of work.

Wiatt Writing Glider

For Right and Left-Handed Students



The WIATT WRITING GLIDER establishes a good handwriting position.

Notice the relaxed, graceful, and correct position of the hand.

Observe the position of each finger. Notice that each finger has a guard. Notice that the GLIDER does not interfere with the freedom of any finger.

Notice that the side of the hand, heel of hand, and the wrist do not touch the paper. The GLIDER prevents them from touching.

The forefinger rests on top of the penholder and the finger nail rests against the guard.

Salient Features

Fits any hand.

Accommodates any pencil, penholder, either straight or oblique, fountain pen, or crayola.

Allows the pencil or penholder to be removed from the Glider without disengaging the fingers from the writing instrument, thereby retaining, through kinaesthesia, correct hand position and arm movement.

Is made for left-hand writers as well as for right-hand writers.

Adapts itself to any system of writing.

Is extremely efficient and economical. A set of six or seven Gliders, which includes a left-hand Glider, is sufficient for a room of 40 pupils.

Is endorsed by the Western Penmanship Association, (which comprises ten of our western states) the Southern California Penmanship Association; the Swope Summer Schools.

Prices

1 plain Glider, 35c.

1 dozen plain Gliders, \$3.60.

12 dozen plain Gliders, \$3.50 per dozen.

All of the above prices are prepaid.

Rubber Stamp Outfits



Set No. 4320—DOWN ON THE FARM—PRICE \$2.00

- 75 Sentence-Making Word Stamps
- 12 Picture Characters
- 6 Geometrical Form Stamps
- 10 Numerals, 0 to 9; small star and circle; punctuation marks.

Working Equipment: Stamp pad, rule, crayons. Packed in strong cardboard box, 11½"x11½", with handsome, four-color varnished label.

This set is sufficiently comprehensive in make-up for use as a teacher's master set, and will prepare an immense variety of seat and handicraft work. It is also of special interest to mothers, governesses, and nurses, in home instruction and play.



Set No. 4315—FARM LIFE—PRICE \$1.00

- Contains the Following Items:
- 48 Sentence-Making Word Stamps
 - 12 Picture Printing Characters
 - Ink Pad and Rule

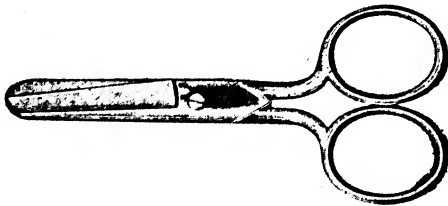
Set No. 4305—FARM LIFE—PRICE 50c

- Similar in character to above.
- Contains the Following Items:
- 24 Sentence-Making Word Stamps
 - 6 Picture Printing Characters
 - Stamp Pad and Rule

These sets are made up of selected words and pictures used in the larger sets. They will be found especially adapted for individual desk use by pupils in connection with teacher's master sets, or for home and institutional instruction and play.

Unbreakable School Scissors

No. 9200—4 inch



BLUNT END STYLE

Stamped Steel, Blunt End School Scissors. Full Nickel Plate. Steel Rivet.

Single pair, 20c, postpaid.

Per dozen, \$1.20; per gross, \$11.50.

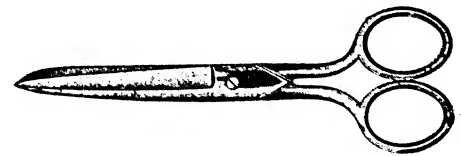
No. 9210—4 inch

Stamped Steel, Semi-Point School Scissors. Full Nickel Plate. Steel Rivet.

Single pair, 20c, postpaid.

Per dozen, \$1.20; per gross, \$11.50.

No. 9810—5 inch



SHARP POINTED STYLE

Stamped Steel, Semi-Point School Scissors. Highly Nickel Blades and ground insides, steel rivet.

Single pair, 30c, postpaid.

Per dozen, \$2.40; per gross, \$24.60.

No. 9800—4½ inch

Stamped Steel, Blunt End School Scissors. Highly Nickel Blades and ground insides, steel rivet.

Single pair, 30c, postpaid.

Per dozen, \$2.40; per gross, \$24.60.

BUSINESS ARITHMETIC

By Curry and Rubert.

A complete text, 474 pages, cloth, size 6x9.

This arithmetic develops the fundamental operations of this subject through the application of problems of the man engaged in business. It is believed that necessary arithmetical processes can be accomplished with better results when the problems are confined to things which the student may expect to encounter in business, rather than when the problems in no way correlate with things that come up in the business world. The person



Price, postpaid \$1.50

who masters the contents of this arithmetic can also work the problems of the usual arithmetic, but his interest is found to be far greater if the problems concern daily business life.

It is a complete work covering every phase of practical arithmetic and is not merely a work presenting certain business problems. It

begins at the beginning of the subject and treats all of the problems from the simplest to the most difficult that the average business man is likely to be required to solve.

The explanations make the problems interesting and incidentally give the students much valuable information about business.

It contains a total of 4,913 business problems and is just the work to aid the home student or the business man who has to solve similar problems. The book contains much valuable information on the subject that does not appear in any similar work.

The purpose of the book is to develop: skill in using figures rapidly and accurately; the ability to correctly analyze business problems; the habit of working systematically and proving results; an understanding of the business procedures required in solving arithmetical problems.

LESSONS AND LECTURES ON PENMANSHIP

Price, postpaid\$2.00

To teachers and supervisors, penmen and students who are looking for a mine of valuable material on almost every phase of penmanship, we would suggest that you secure a copy of Lessons and Lectures on Penmanship, by H.

W. Ellsworth. The book contains the author's best work and thoughts after devoting a lifetime to penmanship.

This book of 175 pages is beautifully bound in cloth, printed on magnificent paper and is profusely illustrated. It covers the entire subject of penmanship from public school writing to the finest pen work.

It contains discussions of Movement; Anatomy and Physiology of the Arm and Hand; Theory and Principles of Movement; Analysis of Progressive and Projective Movement; Model Writing Lessons; Classification of Letters; Rules for Writing Letters; Study of Proportions, Combinations and Analysis, Spacing, Slant; Discussions of Various Styles of Writing; Senses Employed in Penmanship and how they act; Development of Ideas, Thought and Memory; The Laws of Manual Training; Child Study for Penmanship; Course of Study in Penmanship for Grades; Music in Penmanship; Chart or Goal of Attainment in Penmanship; Principles of Ornamental Penmanship; Old Roundhand Writing, Italic, Roman, German Text and English Lettering explained; Flourishing, Pen Drawing and in fact the book covers the entire penmanship field, discussing many phases of the subject to which you have probably given very little consideration.

PSYCHOLOGY AND PEDAGOGY OF WRITING

By Mary E. Thompson, A. M., Ph. D.

In this work the author has gathered from modern scientific psychology and especially from recent investigations in genetic and dynamic psychology all of the principles bearing on handwriting and shows the application of these to the teaching of writing.

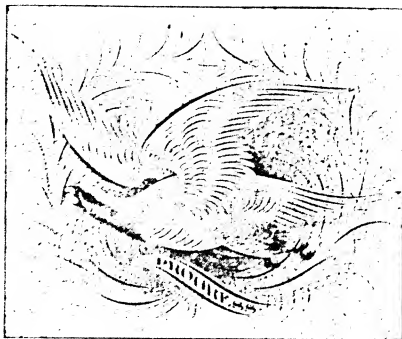
The book is one that should be carefully read by every student and teacher of writing.

The Thorndike Handwriting Scale is included in the back part of the book. The book contains much valuable material and many helpful suggestions.

Size 7¼x5¼ inches, 128 pages, cloth binding.

Price, postpaid\$1.50

PROGRESS



Single copy, postpaid, \$1.00.

A large design known as C. P. Zaner's masterpiece in flourishing. It represents an eagle, forceful and lifelike, winging himself through intricate curves and branches with much energy. It is on a fine plate paper 22x28 inches, and the original of this design hangs on the walls of the Zanerian College of Penmanship, Columbus, Ohio.

If you admire beauty and curve, contrast and skill, get "Progress" and hang it on your wall. It also makes an appropriate prize to present to the student who makes the most improvement in penmanship. Securely mailed in a tube, postpaid, for but \$1.00. Special prices in quantities.

Your school name or the name of any individual artistically lettered on "Progress" in Old English for 50c extra.

THE PROGRESS OF PENMANSHIP

A large design presenting the history of penmanship in a nutshell. Beginning with the year 1500, presents each style of writing used during the different stages of its progress down to our own day, each style recording its own history. It thus presents the history of writing both objectively and subjectively, with



Single copy, postpaid, \$1.00

an effect that could be secured only by one who has been a deep student of penmanship and who possesses unusual skill.

The historical part occupies the upper central portion of the design, while in the lower central part is represented, also in script, philosophy and definitions as regards writing, representing the author's best thought on these subjects after his twenty years study and practice of the art. At the extreme top of the design is lettering and pen drawing, and at the bottom, lettering and flourishing. On the right hand side is a beautiful female figure in stipple and pen drawing typifying aspiration and the future, while on the left side of the design is another female figure typifying achievement and the past; all blended most harmoniously and effectively.

On account of the instructive historical feature and great beauty of the design it is of permanent value, and most appropriate for hanging in the office, or wherever art and good penmanship are appreciated. It is reproduced by the photo-engraving process, and is therefore an exact duplicate of the original, which is valued at \$1,000. It is printed on patent Cameo plate paper, 22x28 inches, ready for framing. Securely sent in tube, postpaid, \$1.00.

Lessons in Ornamental Penmanship



A book of 94 pages, 5x8½ inches, bound in stiff, durable cloth cover.

Price, postpaid, \$1.00 net.

The work contains a complete course of lessons in ornamental penmanship. It takes up the work at the very beginning and gives a thorough drill on the principles before taking the student to the more difficult parts. The work is systematically graded, the instructions are clear and as a whole the book should inspire anyone to master this fascinating art, whether in school or at home.

It has been the experience of many teachers that a short course in ornamental penmanship shows very satisfactory results in business writing. It seems to give a finish to business writing that is not likely to be obtained otherwise. In fact, many teachers believe that the quickest way to secure first-class business writing is to include at least a short course in ornamental writing. Not that ornamental writing is desirable in business, or that pupils should take it merely as a pastime, but as a means to an end in business writing.

Supplementary Copies for Penmanship Practice



Postpaid, 15c; per dozen, \$1.60.

A book of 32 pages containing many penmanship copies varying from three to eight lines each. The copies convey good penmanship lessons in their subject matter, as well as serve as fine models for imitation and practice for all who wish to write a practical, attractive hand. Under each copy is just the right kind of comment, embodying

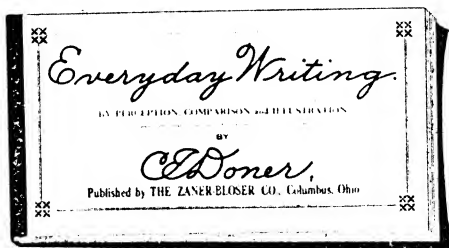
such instructions and information as all penmanship students should have.

These copies can be used profitably in connection with any course of lessons the student may be taking. Home students will find them very helpful and valuable.

EVERYDAY WRITING

—By—

C. E. Doner

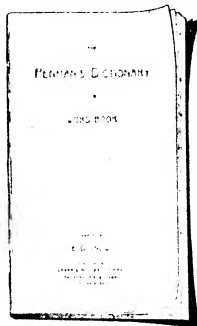


Size 8x4, 56 pages.

Price 25c each, net; per dozen, \$2.40.

Everyday Writing is intended for use of adult pupils and shows the plan of teaching handwriting by perception, comparison and illustration. The copies are new and original. They are written in a clear-cut, distinct style with short loops. The subject matter in the copies leads the pupil to discover his own mistakes and correct them. Every student of penmanship should have a copy of Everyday Writing.

The Penmanship Dictionary or Word Book



Postpaid, 15c; per dozen, \$1.60.

Contains over three thousand words arranged to help penmanship teachers and penmanship students. To illustrate, if you desire to practice on words containing the small letter "s" the book presents a number of words, such as criss-cross, assures, assessors, assassins, etc. Each letter in the alphabet is thus treated, long words for special practice, loop letter combinations, sentences, a list of nearly five hundred geographical names, difficult names for business combinations, etc.

Freeman's Correlated Handwriting Practice Books

For Pupils in Grades 1 to 8

Nos. 1, 2, 3, 4, 5, 6, 7, and 8 for pupils of first eight grades.

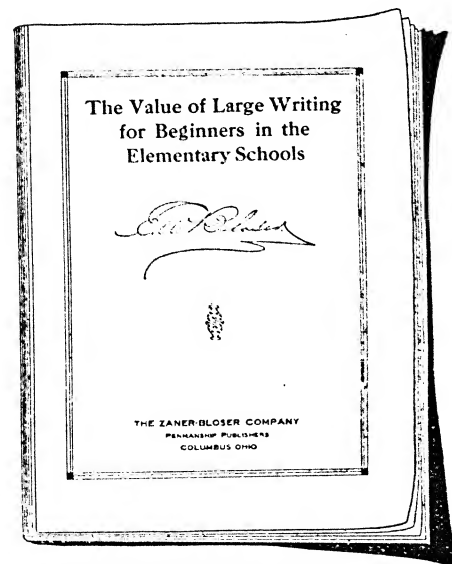
Per dozen\$1.92
Single copies, postpaid.....20c, net
Set of eight Practice Books, postpaid\$1.30 net

These eight Correlated Practice Books, size 8x8, contain the same copies as the eight Correlated Compendiums described on page 3, except that each book also contains a standard specimen for that particular grade and space is also provided for recording the best results after the pupils have practiced the copies on other practice paper. The Practice Book therefore becomes a "Progress Budget" showing the progress of the pupil's work week by week. These Practice Books also give the pupils practice in writing in books and make it possible for them to preserve these books from year to year.

School officials who have used these Practice Books report that they stimulate much interest on the part of both teacher and pupil and are securing most satisfactory results.

How to Use Practice Books

In city and village schools with one grade in a room the pupils should use Practice Book 1 in grade 1, Practice Book 2 in grade 2, and so on with the eight books throughout the eight grades. The teacher should have a Manual corresponding with the number of the grade book used by her pupils. Pupils and teachers in grades 7, 8 and 9, may use the Correlated Handwriting Junior High School Manual, or Practice Books 7 and 8.



Postpaid price, 10c each.
Per dozen, 90c.

HOW TO TEACH HANDWRITING

How to Teach Handwriting

FREEMAN AND DOUGHERTY

Price, postpaid, \$2.10.

A Teachers' Manual, by Frank N. Freeman, Professor of Educational Psychology, The University of Chicago, and Mary L. Dougherty, Instructor in Education, Johns Hopkins University. This work, unlike Dr. Freeman's other book, *The Teaching of Handwriting*, gives daily exercises with penmanship copies for the eight school grades. These lessons with their instructions, suggestions, and discussions for the benefit of the teacher comprise the major portion of the book. All supervisors and special teachers of handwriting, as well as grade teachers, will find this part of the book very helpful in handling this subject from day to day.

Each chapter contains objectives as well as materials, methods, and exercises.

In addition to the daily exercises for grades, the book discusses many problems with which the teacher has to deal. The following are some of the many subjects discussed: The Place of Writing in the Curriculum—Writing Standards—Final Standards—Grade Standards—Uses of Tests—Kinds of Scales—Methods of Conducting a Handwriting Test—Scoring the Papers—Records of Attainment—Position of the Body and Arms—Position in Left-handed Writing—Hand Position and Pen-holding—Movement—Components of Movement—Rhythm—Repetition—Automatization—The Model of the Teacher's Writing—Balance Between Form and Speed—Methods of Dealing With Individual Differences—Correlation of Handwriting with other Subjects.

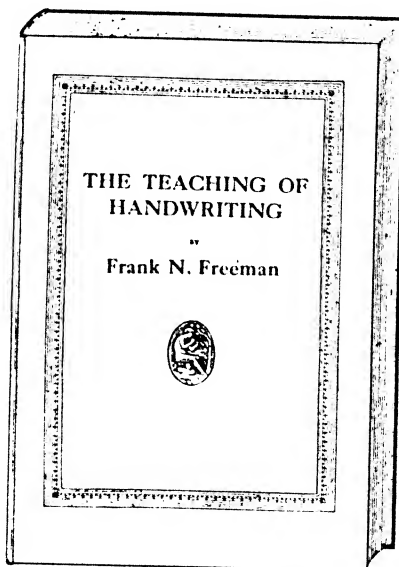
The aim of this manual is to enable the teacher to get the pedagogical

equipment she needs and to furnish the detailed exercises for her use, together with such explanation as will enable her to use them intelligently.

In the first part of the manual the chief pedagogical and psychological principles which govern the learning process in writing are presented in concise and simple form. This discussion is based in part upon experimental studies of writing, particularly the studies made in the laboratory of the University of Chicago by motion picture photography and allied methods.

Surely no one can read this book without being greatly benefited. The size of the book is 5¾x8¼, 305 pages, bound in boards.

THE TEACHING OF HANDWRITING



Price, postpaid, \$1.40.

By Frank N. Freeman, Professor of Educational Psychology, University of Chicago. In his introduction the author writes: "It would be a mistake to imply that teachers have not been conscious of the problems involved in the teaching of handwriting. They have. . . But it must be frankly admitted that teachers as a class have been complacent about these matters. At least they have given far less energy to the solution of these disputes than they have to similar ones in reading, spelling, and arithmetic. This attitude is a little difficult to explain, particularly when it is understood that bad penmanship, like poor spelling, constitutes one of the readiest means of attacking the efficiency of teachers."

Again: "Penmanship offers one of the most tangible checks upon the efficiency of teaching, and teachers are not blind to the desirability of a good output. . . . It is with unusual confidence that this volume on the psychology, physiology, hygiene, and pedagogy of

handwriting is offered to the teaching profession. It will interest every person who is in any way concerned with the teaching of the subject, because it presents a far-reaching and thorough analysis of the problem and its various elements. Moreover, it will aid thousands of groping teachers in diagnosing the defects of their children's achievements, in suggesting the appropriate methods for including improvement, and in giving some accurate objective standards for the measurement of individual and class progress. It represents just what the profession has long required,—a treatment so scientific that it commands respect, and so simply stated that it can be readily used."

A few of the many subjects treated are: Handwriting a new form of expression—The teaching problem centers in the writing movement—Psychology, Physiology and Hygiene involved—The movement is composed of a variety of elementary movements—Writing also involves control sensations and language ideas—How the mental process becomes simplified through practice—As the movement becomes organized the attention comes to comprehend larger units—Learning to write is conditioned partly by the stages of development at different ages—The requirements of good posture and their consequences for writing—Requirements of hygiene of the eyes—The hygiene of movement—Penholding—Position of the arm—Learning to execute the movement: the trial and success method—The need of many repetitions—Length and frequency of practice periods—Handwriting in the primary grades—When the beginner may be taught—His writing should be very large—The requirement as to speed—Writing should have meaning to

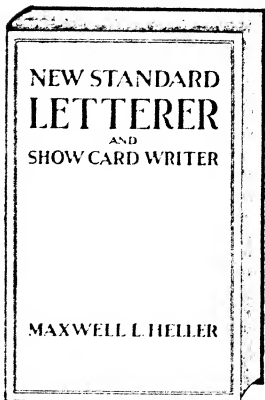
There is something about penmanship, about the study and execution of it, when one becomes really interested in it, that is as impelling and compelling in its urge to action as anything we know of.

However great your skill may be, there is always something still more skillful to be executed; and however much you may know about the subject and the teaching of it, there is much more to be learned about it. To young persons who feel that they should get into something that will hold their interest from year to year and which will grow stronger as time goes on, something that will prove not only fascinating but profitable to themselves and others, we can conscientiously advise that they take up penmanship.

the child from the beginning—The words and sentences should present progressive difficulties—What may be required by the end of the third year—Handwriting in the intermediate grades, etc., etc.

The book contains some illustrations, although it is not intended to furnish a complete course of penmanship copies for practice. Cloth cover, 156 pages. Probably no book is having a greater influence on the handwriting problems of today than this one. Every teacher should read it.

NEW STANDARD LETTERER AND SHOW CARD WRITER



Price, postpaid, \$3.00.

By Maxwell L. Heller, M. A., LL. B. An entirely new work into which has gone the experience of twenty years of actual teaching of the art and practice of lettering for the show card and the poster, and as many years of practical work in the trade. The author, therefore, combines the rare ability of both teacher and artist.

Rarely is the accomplished artist able to retrace and analyze his movements, most of which have become so habitual that when he attempts to explain or to teach he takes for granted those very steps which need most emphasis.

Having in mind the difficulties experienced by the beginner, as exemplified daily by the students in his school,

the author has carefully analyzed each problem and has reduced all of the steps involved in artistic show-card writing to very clear and definite rules and statements. Emphasis is placed on just how to do it.

Art teachers, students of commercial art, and business men and clerks who desire to make their own show cards will find in this book a wealth of detailed instruction as to materials and methods. The principles of construction, arrangement, color and advertising value have received the same analytical attention that is given them in the classes of the art schools. The book is 7x10½ and contains 168 pages with a large number of alphabets, illustrations of completed show-cards, etc. With this book no one need be at a loss to learn how to make attractive show cards. Price, postpaid, \$3.00.

HOW TO PAINT SIGNS AND SHOW CARDS

Revised and Combined with The Coast to Coast Book of Lettering and Design, by E. C. Matthews. An up-to-date book containing a complete course of instruction. Illustrated with over 100 alphabets and designs. With this book everyone can understand and learn to paint good signs. These alphabets and designs are also suit-

able for commercial artists or any one who has occasion to do hand lettering. Everything is fully explained and the book is a very valuable one for any one who desires to paint signs or show cards. It contains 123 pages, well printed and bound in cloth.

Price, postpaid, \$1.35.

"COMPLETE SHOW CARD WRITER"



Single copy, imitation leather, \$1.50, postpaid.
Single copy, cloth, \$2.00, postpaid.

By C. A. Faust, is a book of 112 pages, 6x10 inches in size, and is one of the very latest publications for the Show Card writer. The author has had more than 35 years experience in show card work, and has brought out a book that is a decided improvement on all similar works. It is complete in every detail. It takes up in consecutive order every medium used

for making show cards, giving complete illustrations for using each medium and complete sets of alphabets made by each medium, as well as sets of completed cards. Complete instructions and illustrations are given for using the following mediums: Brush, Common Pens, Payzant Pens, Soennecken Pens, Automatic Marking Pens, Air Brushes, Relief Pencils, and Spatter Pen, thus really combining eight books in one.

The work contains 63 Instruction Plates, 72 Full Page Designs, over 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 50 Styles of Ornaments, 50 Border Designs, 110 Illustrations of Brush Work, 50 of Pen and Ink Work, 6 of Payzant Pen Work, 15 of Soennecken Pen Work, 25 of Marking Pen Work, 40 of Air Brush Work, 8 of Spatter Work, 17 of Relief Work, 6 of Ribbon Decoration, and 12 Cut-Out Decorations.

One chapter is devoted to illustrations showing how to decorate most effectively the store inside and out with Show Cards and Banners.

Some of the foremost show card writers in the country have contributed to the book, among them being S. S. Watts of Marshall Field & Co., Mr. Priebe of Mandel Brothers, etc., etc.

The author has endeavored to include in the book everything necessary for the up-to-date show card writer, or for anyone wishing to learn this work. It is beautifully printed on the finest calendered paper and bound in paper cover, imitation leather, at \$1.50 per copy, postpaid; and in boards, silk cloth binding, postpaid, at \$2.00 per copy.

MODERN SHOW CARD LETTERING, DESIGNING, ETC.



Price, postpaid, \$1.00.

By W. A. Thompson, is a work of 144 pages, 6x9 in. in size, which fills an urgent demand for something practical in this interesting branch since it supplies just what is daily needed by all interested in making show cards, price tickets, etc. The book is a complete and practical treatise on Up-To-Date Pen and Brush Lettering and Designing. All of the illustrations in the book are

reproduced from pen and brush designs. Over four hundred illustrations of finished show cards and price tickets are presented, as well as fifty-one page alphabet plates and lettering exercises, covering work done with the Marking Pen, Automatic Shading Pen, Soennecken Pen and Brush. It also presents a large number of plain and fancy borders, scroll outlines, tinted backgrounds, etc., and the instruction accompanying these designs, alphabets, etc., is all that could be desired. It presents simple, effective and quick methods of work, such as are in actual daily use by show card writers.

This book contains solid, practical, common sense instructions, and in addition it contains 2,000 Advertising Phrases for Card Signs, Signs, Posters, etc.

No young man or woman ever made a mistake by mastering show card writing, for one skilled in such work can always find profitable employment. This book presents just what is needed for teaching this work in commercial colleges and high schools, many of which are now including this branch in the commercial course. Price, postpaid \$1.00.

MODERN ILLUSTRATION



Price, \$3.50, postpaid.

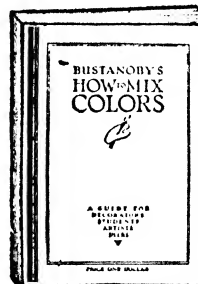
A Practical Art Course
By E. C. Matthews

A series of lessons covering all Branches of Illustration, Drawing for Reproduction and Commercial Art Work. Over 200 illustrations (some in color) by Jack Warren and others. Cloth. Size 8x10 in. 191 pages on plate paper. Jacket in four colors.

Price, \$3.50

This book constitutes a practical up-to-date course in all kinds of illustrations for newspapers, magazines, books, catalogs and short stories, also headings, labels, trade-marks, book-cover designs, posters, etc. A strong and valuable feature is the presentation of all the different methods of reproducing drawings by engraving.

BUSTANOBY'S HOW TO MIX COLORS



Price, \$1.00, postpaid.

A new practical book for students, artists, dyers, printers, show card writers, painters, and decorators, to assist them in mixing colors to obtain standard and popular hues in as permanent and practical manner as possible. Great thought has been given to the permanency of the resultant colors. The colors have been matched from the Standard Color Card of America.

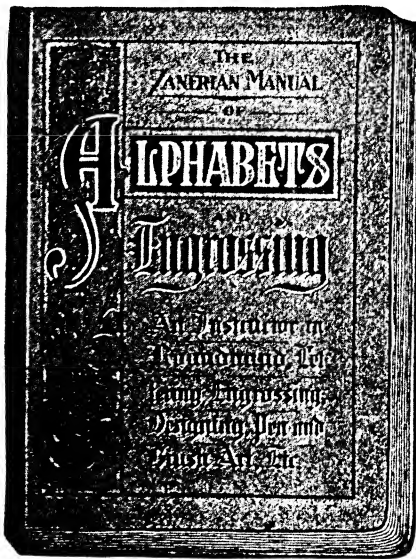
The book gives also the results of tests for the most legible contrasts of color for show cards, posters, billboards and large outdoor advertising display signs—60 of them.

The book contains color plate, 406 formulas for 268 colors and shades. Take advantage to secure in a few hours information and experience it has taken years for the author to learn and prepare.

112 pages, size 4¾x7 in., stiff paper cover.

Price, \$1.00, postpaid

ZANERIAN MANUAL OF ALPHABETS AND ENGROSSING



Price, postpaid, \$2.50.

The greatest collection of practical engrossing ever published. Revised edition, about one-half of the book being new material—the finest work of the kind ever prepared by the profession.

A book 8¼ x 11¼, 136 pages, containing complete courses of instructions in Roundhand, Broadpen, Pencil and Freehand Lettering, Wash Drawing and Pen Drawing. Instructs how to make Diplomas, Certificates, Title Pages, Engross Resolutions, and presents numerous full-page examples of pen and brush work from the leading engrossing masters of the country.

The one indispensable book for all engrossing artists and all who wish to learn practical and profitable engrossing or lettering. It contains a wealth of material and ideas.

THE ROAD TO SKETCHING FROM NATURE

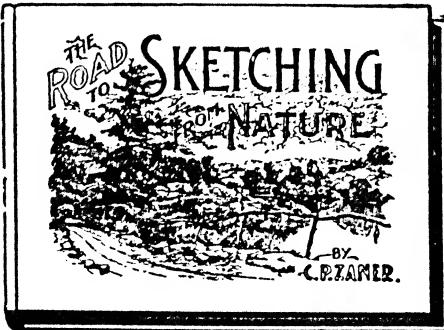
A book for those who desire to learn to sketch direct from nature with pen and pencil.

Many persons go through life unconscious of the marvelous beauty in nature all around them. To be capable of fully appreciating it means to doubly enjoy life. This book will arouse interest in both art and nature, and teach you to know, appreciate and produce good art.

Learning to sketch is as easy as anything else if you go about it correctly. "The Road to Sketching from Nature" tells you how, giving all the essentials of the art.

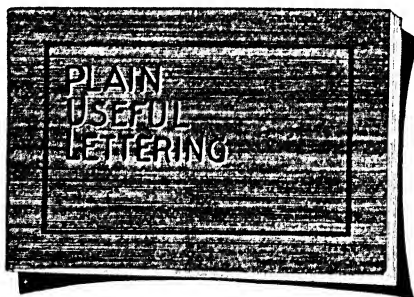
The instructions are plain, interesting, progressive, enthusiastic and enjoyable. It discusses location, proportion, light and shade, reflection, treatment, composition and suggestions. The work contains 62 pages, over 50 illustrations made direct from nature, is printed on the finest plate paper, 6½x9 inches, and is bound in flexible art linen.

It is graded from the simplest outline sketch to the most artistic pen and pencil pictures. It contains one water color painting beautifully reproduced in colors. If you get this book, you will certainly go out and learn to sketch and appreciate nature.



Price, postpaid, \$1.00.

PLAIN USEFUL LETTERING



Size 5½x8, 32 pages.

Price 25c each, postpaid; per dozen, \$2.40.

For Teachers and Students interested in plain, practical lettering, such as is used on diplomas, show cards, etc. It contains the alphabets mostly used, such as Old English, etc.

ZANERIAN ALBUM BINDINGS FOR RESOLUTIONS, MEMORIALS, ETC.

Nearly every man of influence is connected with a corporation, bank, club, church, lodge or other institution, and at his death it is the custom of his associates and friends to express their appreciation of him. The wording is usually in the form of resolutions to be beautifully engrossed, permanently bound and presented to the bereaved family. The demand for appropriately engrossed resolutions, memorials, tributes, appreciations, etc., is growing year by year. Penmen find this a most lucrative branch of their work. They receive from \$25.00 and \$50.00 to \$1,000.00 for each resolution. This line of pen work has great possibilities for the future. Many more persons can profitably engage in this interesting work. The old custom was to prepare work on large sheets of paper for framing, but the modern custom is to frame only those pieces of work intended for public places and to bind in albums all work to be presented to individuals. The most expensive and choicest pen work is prepared in album form.

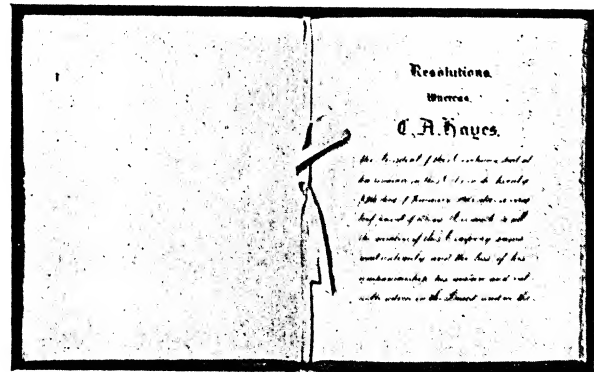
After using many kinds of bindings for years, we have selected a very choice line of beautiful, well-made bindings, which we offer at very reasonable prices. Any penman can use our bindings and get a higher price for his work. Simply fold the paper in center and slip under the ribbon on inside of binding.

No. 1 SEAL RIPPLE GRAIN BINDING: A very rich looking, skillfully made semi-flexible binding 7¾ x 9¾ inches. Lined with purple silk poplin. The outside is beautiful seal ripple finish. It is the kind of material used in making the choicest and most expensive articles in leather goods. Expensive resolutions and memorials are bound in this binding. It will enhance the beauty of your work. It is choicy, dignified, and appropriate. Price, postpaid, \$4.00.

No. 4 LEVANT SEAL LONG GRAIN BINDING: The long-grained cover is much like crepe in effect. A medium priced, well made, semi-flexible binding. Appropriate for resolution work. Size 8¼ x 10½ inches lined with purple silk. A binding frequently used for medium priced resolutions. Price, postpaid, \$6.00.

No. 5 GENUINE BROWN OOZE CALF LEATHER BINDING: One of the most beautiful bindings made. The outside is brown velvet finished calf leather, semi-flexible 8¼ x 10½ inches, lined with silk, making a very choicy binding for appreciations, tributes, etc., where it is desired to have a rich looking binding with a little color. It is very appropriate for work not intended for death resolutions, etc. This binding is sure to bring you repeat orders. Price, postpaid, \$10.00.

If you desire higher priced bindings write us.



A greatly reduced illustration of one of our beautiful Album Covers, and showing how easily the leaves of a resolution are inserted.

Beautiful handmade boxes for these bindings can be purchased for \$2.50.

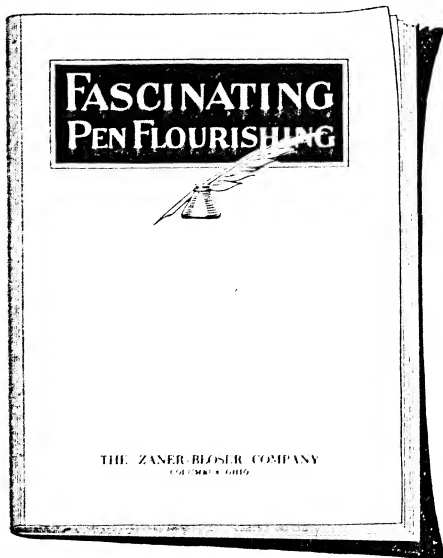
Write us about them.

FASCINATING PEN FLOURISHING

Containing a Complete Course and a Collection of Masterpieces Produced by Leading Penmen of the Penmanship Profession

The most pretentious work ever published which is devoted exclusively to the beautiful fascinating art of flourishing.

It starts at the beginning showing the student how to make the simplest strokes and exercises and finishes with a great variety of designs displaying the highest degree of skill attained in this art.



Work representing the highest skill of the following penmen of national fame appears in this book: C. P. Zaner, E. L. Brown, C. C. Canan, H. B. Lehman, W. E. Dennis, H. S. Blanchard, H. W. Flickinger, L. M. Kelchner, E. L. Glick, H. L. Darner, L. Madarasz, R. S. Collins, H. P. Behrensmeier, M. B. Moore, L. Faretra, Lyman P. Spencer, E. A. Lupfer, F. B. Courtney, Fielding Schofield, G. A. Gaskell, Clinton Skillman, A. W. Dakin, J. A. Wesco.

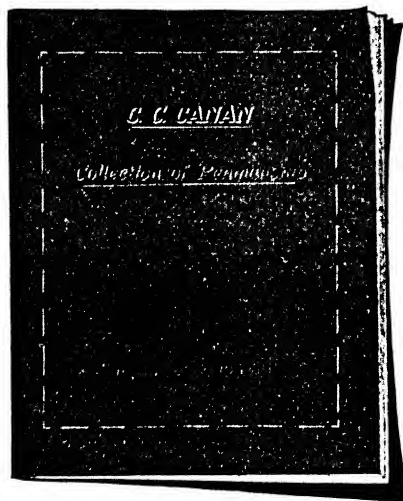
Size 8½x11 in., 80 pages beautifully bound.

Price, \$1.00, Postpaid

C. C. CANAN COLLECTION OF PENMANSHIP

The late C. C. Canan was a penman of rare skill and originality. Persons who were acquainted with his work agreed that his best efforts should be collected and preserved in book form for the benefit of others who wish to master penmanship. The publishers, therefore, spent considerable time and money collecting and publishing this volume, which contains Mr. Canan's best work in Business Writing, Ornamental Penmanship, Flourishing, Lettering and Pen Drawing.

The book contains 64 pages, 9x12, and in addition to the many inspiring specimens of his skill, it contains the most helpful instructions for the learner that Mr. Canan was capable of writing. A volume well worth possessing and preserving.



Price, postpaid, \$1.50.

MUSCULAR MOVEMENT WRITING

is a work on penmanship by C. A. Faust. The author has been teaching penmanship the greater part of his life. As a result of this valuable experience, he has discovered many strong points in presenting the art of writing to pupils and teachers. Now he presents in this book in a tangible and teachable form this fund of knowledge, experience and skill in a system of penmanship that covers the ground most thoroughly and completely. Nothing is left for guess work, each step being made perfectly clear for the teacher and student. The work is a valuable one for any teacher, as well as for any student, since it contains many original ideas and short cuts to results never before published. The author's method of letter building is alone worth many times the price of the book. The book is used by a large number of business colleges, high schools, parochial schools, etc. The work is certainly worth a careful examination by teachers and students of writing. Price, postpaid, 25c.

ONE HUNDRED WRITING LESSONS

By H. W. Flickinger, is a very valuable work for all who wish to become finished professional penmen. Mr. Flickinger has long been recognized as one of the leading penmen and teachers. Price, postpaid, \$1.00.

GASKELL'S COMPENDIUM OF PENMANSHIP

By G. A. Gaskell
Price, postpaid, 60c.

This is the famous pioneer penmanship course of which more than two hundred and fifty thousand were sold at one dollar per set during a period of ten years, beginning about 1873.

It is the work from which the fathers of thousands of men now in middle life learned to write. Probably no other work on penmanship was ever used so widely by people generally.

The course contains twenty complete lessons, each lesson being on a separate sheet about 4x9 inches in size. There is also one large sheet of ornamental penmanship 13½x17 inches. An illustrated instruction book gives complete directions for each lesson and shows the proper position of body, hand, pen, etc.

This work is well worth the price to any one interested in penmanship, if for no other purpose than to note the progress that has been made in handwriting during the past fifty years. It also shows where some of the present penmen and teachers secured some of their ideas.

PENMANSHIP SCRAPBOOK

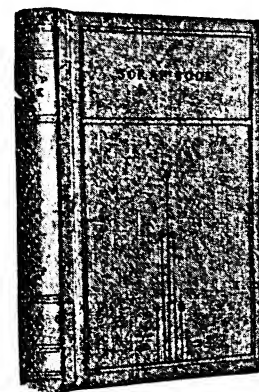
Every ambitious student of penmanship who hopes to climb to the top should possess a scrap book and collect specimens of penmanship. Such a book is a source of much inspiration and rarely is there an owner of such a book who would be willing to part with it.

There are many kinds of scrap books on the market, but some are too large and some are too small; some are too thick and some are too thin; some are too costly and some are too cheap to be good.

We have had experience with many kinds but some years ago we decided on one—the one that gives the best satisfaction and which is shown in the accompanying illustration.

It does not pay to buy a book that is too flimsy and not many persons can afford a very expensive book.

This book is 10x12½ inches, contains 144 pages of good paper and the leaves are glued and riveted into grooves in a wooden back. It is, therefore, practically indestructible.

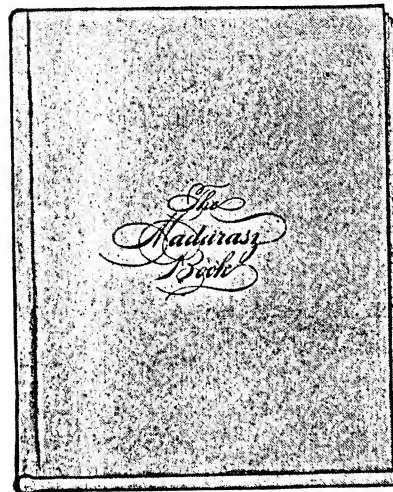


Price, each, postpaid, \$1.60.

MADARASZ BOOK

Second edition, contains all the work that appeared in the first, and a number of fine new plates which have been collected since the first edition was published.

The book contains the best penmanship executed by the late L. Madarasz, who was considered one of the finest penmen that ever lived. How he wrote, how he taught, etc., are fully explained—just what the young penmen who aspire to be masters should know. It will be many years before another book equal to this in charm and skill is produced. It is a store house of inspiration for professional penmen and for all who love fine penmanship or wish to master it. It contains 80 pages, 8½x11½ inches; many full page specimens. It is durably bound in heavy paper cover, price \$1.50, postpaid.



Single copy, postpaid, \$1.50.

The Zaner-Bloser Engrossing Studio

We engross resolutions, make diplomas and do all classes of pen work. Submit your copy for estimates.

Liberal commission offered to Business Schools sending resolutions to us to be engrossed. We can give you prompt service.

WE LETTER DIPLOMAS

Let us letter your next diplomas. We have a staff of expert penmen who can letter your diplomas in any style you desire, from a simple style to a carefully retouched, shaded and flourished style.

EXAMPLES OF DIPLOMA FILLING

The following illustrations were photo-engraved direct from hand-made copies.

The prices include postage, wrapping and the name in first-class lettering with one date line on paper diplomas. Extra matter is charged in proportion to the amount. Sheepskin diplomas cost 15c extra because of the extra work in handling. Write for quantity prices.



Style 1. Old English, shaded and flourished, best quality of work, 75c each, postpaid.



Style 2. Old English, shaded and carefully finished and retouched, 60c each, postpaid.



Style 3. Old English carefully finished, 50c each, postpaid.



Style 4. Plain Old English, 30c each, postpaid.



Style 5. Plain Eclectic Text, 30c each, postpaid. This style can be flourished for 15c extra.



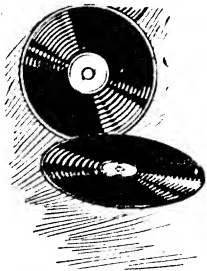
Style 6. Engrossers' Text, 30c each, postpaid. This style can be flourished for 15c extra.



Style 7. Engrossers' Script, 20c each, postpaid.

Write for quantity prices or for special styles of work.

CORRELATED HANDWRITING RECORDS



- | | | |
|-------|---|---------------------------------------------------------------------------------------------------------------------|
| No. 1 | } | 1A (top). How to Become a Good Writer. A lecture by Dr. Frank N. Freeman. |
| | | 1B (reverse side). Oval and Push-Pull Exercises. |
| No. 2 | } | 2A (top). Count 1-2, a, c, d, e, g, i, l, o, A, C, O. Count 1-2-3-4, k, m, r, w, B, F, G, H, K, M, R, W, X. |
| | | 2B (reverse side). Count 1-2-3, b, f, h, j, n, p, q, s, t, u, v, x, y, z, D, E, J, I, L, N, P, Q, S, T, U, V, Y, Z. |

Set of two double faced records, postpaid, net.....\$3.00
 Either record 1 or 2 will be sent singly for, net, postpaid, \$1.75

each record indicates the letters or exercises for which it is intended.

These two records provide vocal and musical counts for making all the capitals, small letters and exercises and are therefore adapted to any method of writing. The label on

The use of these fine Penmanship Records in your classes will help to develop ease, speed and relaxation, and make the writing class a source of great interest and enthusiasm for both teachers and pupils. A trial will convince you.

ALPHABET CARDS

Alphabet Card for Supplementary Practice and Correct Visualization

The price of 100 cards postpaid is 1c each net. Less than 100 is 1½c each, postpaid. 500 or more, \$1.00 per 100.

This card is 4¼x8 inches. On one side appears the straight line push-pull exercise, followed by the direct and indirect oval exercises.

On the other side appears the capital letters, figures, and small letters. All were written freely and are intended to keep before the pupil good letter forms and to encourage a free, easy swinging arm movement.

This card is not intended to take the place of a writing method, but to supplement it in grades 4 to 8, Junior and Senior High Schools, Commercial and Parochial Schools; or wherever good script forms and a free, rapid movement in writing are desired.

MAGNIFYING OR READING GLASS



Price, postpaid, \$3.75.

This glass is made of the best quality of material by the most skillful workmanship. The lens is double convex accurately ground from pure white glass and highly polished. Its magnification is calculated to give the clearest possible field for its respective diameter. The rim is of nickel and of sufficient width to protect the lens' surface. The handle is tastily made of ebonized wood.

A high grade magnifier like this one has proved itself of unquestionable value in many of the trades and industries, in the business office and in the home. It enables one to inspect many articles that come before him daily and ascertain their quality.

It is a constant convenience on the business man's desk for examining small print or writing, half-tones and the like. It is also equally useful for all in the home, and especially interesting and instructive for children. With it they can learn much as regards how things are made and of what they are made. It enables them to become judges of the quality of many things used daily in the home, which is truly educational.

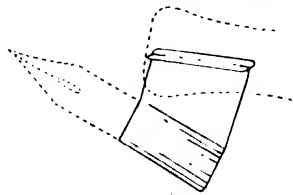
For the penman and engrossing artist it is a very necessary article to enable him to examine pen work. Study the work of masters under magnifying glass. The lens is 3½ inches in diameter.

THE GOOD GRIP PEN PULLER

This is a neat, handy article for pulling pens from the holder. It enables teachers to keep their hands clean while helping boys and girls to adjust their penholders. No soiled fingers. No pen too stubborn for this pen puller to extract. Every pen user should have one.

Price each, postpaid, 25c; one dozen, \$2.25.

ZANER-BLOSER OBLIQUE TINS



We have many requests for Oblique Tins. They are made of German Silver and adjusted for Zaner-Bloser oblique penholders.

Price each, 5c, postpaid, or 50c per dozen.

THUMB TACKS



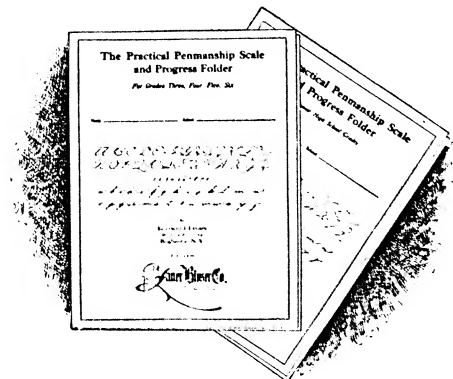
While we can furnish thumb tacks varying from the cheapest made to the highest quality, the two listed herewith answer the purpose of most persons.

| | |
|--------------------------------------------------|--------|
| Plated Steel, ½ inch in size. | |
| 12 tacks, postpaid (smallest quantity sold)..... | \$.10 |
| 100 tacks, postpaid..... | .50 |
| Brass, ½ inch in size. | |
| 12 tacks, postpaid (smallest quantity sold)..... | \$.15 |
| 100 tacks, postpaid..... | 1.00 |

THE PRACTICAL PENMANSHIP FOLDER

— By —

Elizabeth J. Landon

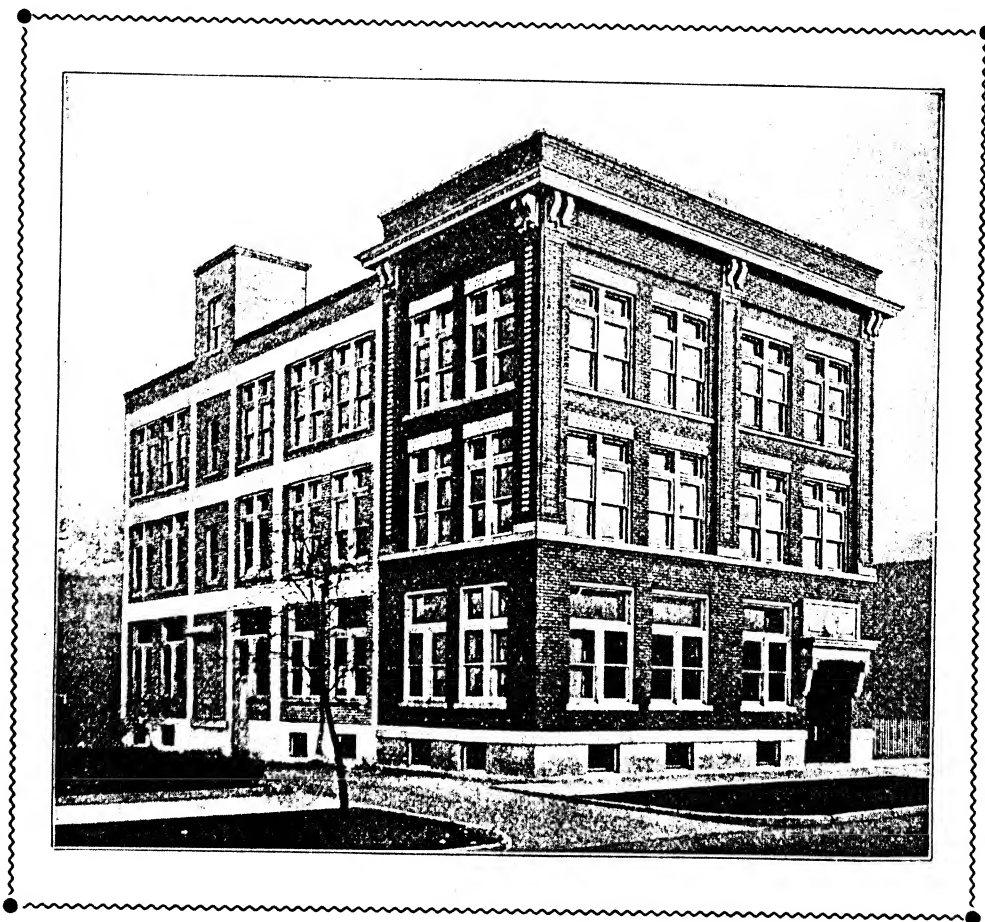


Folder A for Grades 3, 4, 5 and 6
 Folder B for Junior High School Grades

Per dozen, \$1.12; single copies, postpaid, 10c, net.

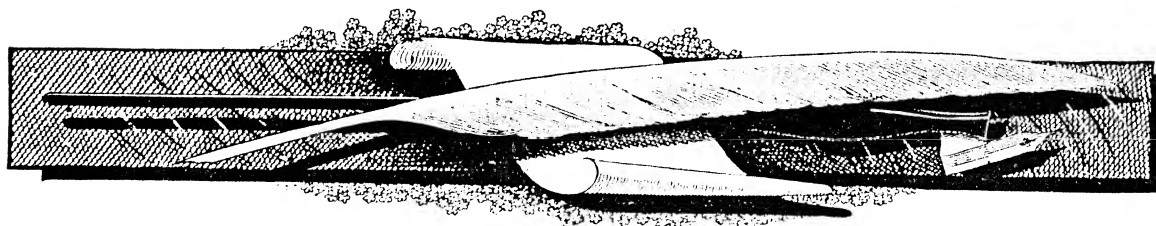
This folder, size 9x12, contains a compartment for practice paper and specimens, also provides Progress Records for improvement. Scale A contains Penmanship Scale for Grades 3, 4, 5 and 6. Scale B contains Penmanship Scale for Grades 7, 8 and 9. Provide your pupils with Progress Records and notice the improvement.

THE
Zanerian



The Zanerian College of Penmanship
Columbus, Ohio

A SCHOOL OF MODERN PENMANSHIP METHODS AND PRACTICE
THE PENMANSHIP MECCA OF AMERICA



Zanerian College

— OF PENMANSHIP —

Summer School



One of the enticing paths in the park opposite the Zanerian

6 NORMAL CREDITS

SIX WEEKS TERM: FIRST WEEK IN JULY TO MIDDLE OF AUGUST

We inspect each pupil's work. Criticisms are offered and suggestions and instructions are given for improvement, and fresh-from-the-pen copies are written, which give pupils the best working models and show them exactly how to proceed. Our method of instruction enables us to give each pupil the help which is best for his particular needs.

This personal interest in pupils is one of the things which has helped to make the Zanerian the unique school it is today. Students come to the Zanerian from all parts of the country to get our personal criticisms and instruction. They have been the means of developing America's finest penmen. "It is an inspiration to see the instructors dash off beautiful copies," is the common remark by students. Seeing work executed skillfully creates in students a desire to improve as nothing else will. A feature of the Zanerian Summer School is the personal, helpful interest shown by our teachers in every student.

SCHEDULE AND COURSE OF STUDY FOR SUMMER SCHOOL

- 8:00 to 9:00—Practice of Teaching Penmanship.
- 9:00 to 10:00—Business Penmanship, Analysis and Theory.
- 10:00 to 11:00—Methods of Teaching Penmanship.
- 1:00 to 2:00—Blackboard Writing.
- 2:00 to 3:00—Business Penmanship, Analysis and Theory.
- 3:00 to 4:00—Methods and Supervision and Psychology as Applied to Handwriting.
- 4:00 to 4:30—Round Table Discussion.

WRITE FOR OUR BEAUTIFUL ILLUSTRATED SUMMER SCHOOL CATALOG.

Learn to Write

by

Correspondence

For forty years the Zanerian College has been training teachers of penmanship, supervisors, engrossers and professional penmen. We urge all who possibly can to come to headquarters, The Zanerian, and secure personal instruction and all the advantages of residence work. However, in order to accommodate those who cannot attend the Zanerian, we offer correspondence instruction in all branches of penmanship and engrossing. There are courses for beginners, teachers and professionals who desire

to reach a higher degree of skill. Many start the work by correspondence and finish in the Zanerian. Our correspondence courses are so planned that they lead naturally into the work in the Zanerian. Many teachers attend Zanerian Summer School and take correspondence instruction during the winter and in this way are able to secure a finished education in penmanship without dropping their teaching.

Our many years of experience enable us to give courses which are thorough, clear and interesting.

PROFESSIONAL BUSINESS WRITING COURSE BY CORRESPONDENCE

This course is intended for those who desire to write a good practical business hand, for professional penmen who desire to improve their skill and for persons who desire to prepare as teachers and supervisors of penmanship.

Pupils are taught correct position, free arm movement and suggestions are made which are helpful to those who are teaching penmanship. When a lesson is received it is carefully gone over by an experienced teacher and red ink corrections are made and suggestions for improvement are given. With each lesson it is our aim to offer a word of encouragement to keep pupils interested.

The time to complete this course depends upon time spent in practice, the previous training and ability of the pupil. This course should be completed in four to six months by practicing one-half hour a day. Many, of course, by intelligent application complete the course in much less time.

| | |
|---------------------------------------------------------|---------|
| Price of Professional Business Writing Course | \$10.00 |
| Supplies for Professional Business Writing Course | 2.25 |

ROUNDHAND OR ENGROSSERS' SCRIPT COURSE BY CORRESPONDENCE

Roundhand from a financial point ranks next to business writing. It is beautiful and appropriate for many occasions. A large amount of engrossing is done in this style. Our course covers this work completely. Each lesson is carefully corrected, suggestions for improvement are given, and models are made wherever necessary. This is a most interesting course.

| | |
|-------------------------------------------------------------------------|---------|
| Price of Roundhand or Engrossers' Script Course (including manual)..... | \$12.00 |
| Supplies for Roundhand or Engrossers' Script Course | 3.40 |

WRITE FOR OUR BEAUTIFUL ILLUSTRATED BOOK AND START YOUR IMPROVEMENT TODAY.

TEXT LETTERING AND ENGROSSING COURSE BY CORRESPONDENCE

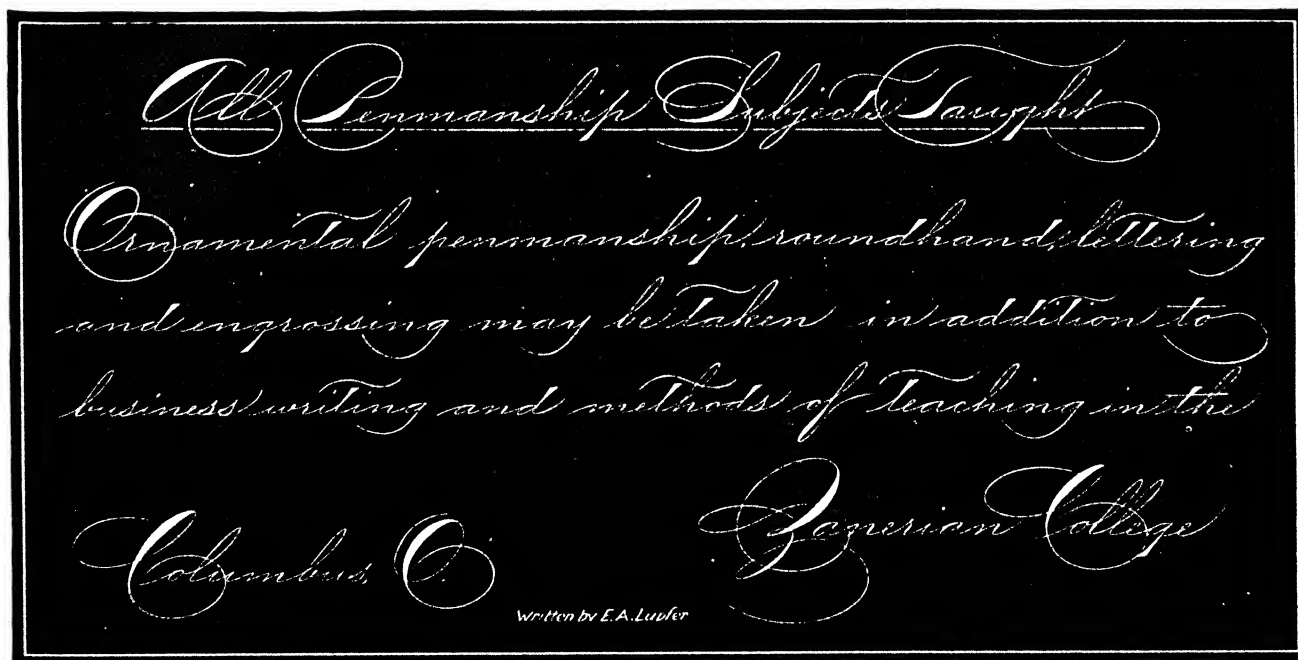
Our Text Lettering and Engrossing Course will train you to handle a broad pen successfully, to letter diplomas, and do broad pen lettering for all occasions. It covers in twelve lessons alphabets like the American, Unretouched and Retouched Old English, German Text, Shading, etc. Teachers can profitably take this course, as well as those who are going into the engrossing business. Lettering as a business or as a sideline is very profitable. You can become quite skillful by faithfully following this course.

Price of Text Lettering and Engrossing Course (including manual).....\$12.00
Supplies for Text Lettering and Engrossing Course 2.85

ADVANCED ENGROSSING COURSE BY CORRESPONDENCE

Our advanced Engrossing Course supplements our Roundhand and Text Lettering and Engrossing courses. It covers standard alphabets, as the Egyptian, Roman, Medial, Old English, etc. It covers the work from fundamentals of lettering to the making of elaborate resolutions, etc. It will train you to make initial letters, borders, scrolls, alphabets, resolutions, memorials, testimonials, diplomas and most of the things done by engrossers. This course lays a good foundation, and if after completing it you desire to go higher you can attend the Zanerian and complete your training in a short time. The Text Lettering and Engrossing course should be taken before the Advanced Engrossing course.

Price of Advanced Engrossing Course (including text)\$12.00
Supplies for Advanced Engrossing Course 2.25



ORNAMENTAL PENMANSHIP COURSE BY CORRESPONDENCE

A course which will train you to write a beautiful ornamental style. It will train you to write cards and flourished penmanship for advertising purposes. By taking this course you will acquire skill with the pen which will greatly improve your plain business penmanship. The work is thoroughly covered from simple principles and letters to difficult combinations and page work.

Teachers can increase their skill and income by learning to write cards, holiday greetings, etc., during spare time. One Zanerian made \$300.00 in one year writing cards, while teaching.

Price of Ornamental Penmanship Course (including text)\$12.00
Supplies for Ornamental Penmanship Course 3.95

CERTIFICATES

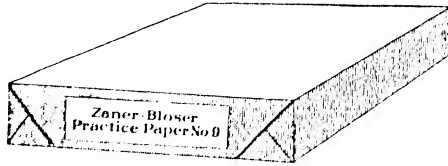
Upon the satisfactory completion of correspondence courses students are granted certificates. A small fee is charged for engrossing and mailing certificates.

WRITE FOR OUR BEAUTIFUL ILLUSTRATED BOOK AND START YOUR IMPROVEMENT TODAY.

School Paper and Tablets

Zaner-Bloser Writing Papers

Of all the penmanship supplies which are used by pupils, Practice Paper IS ONE OF THE MOST IMPORTANT, and because of the many grades available, the selection of suitable Practice Paper is necessary for the proper results. Our long experience in the use and handling of papers enables us to select the right papers in quality and price. School officials and others will find it to their interests to investigate our papers. Samples cheerfully sent on request.



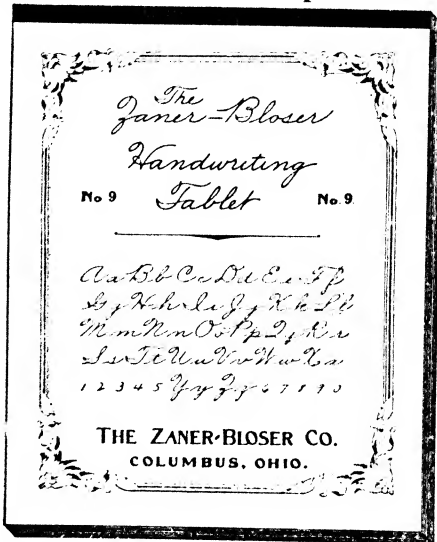
Size 8x10½. 500 sheet pkg. Shipping weight 6 lbs.

1 to 9 pkgs. 80c net, per ream
10 pkgs. or more 60c net, per ream

F. O. B. Mill

This pen and ink paper is three-eighths inch ruled with one red line heading. It is used very largely in grammar grades, high school and for general purposes. The surface is well finished and just right for school use.

Zaner-Bloser Penmanship Tablet No. 9



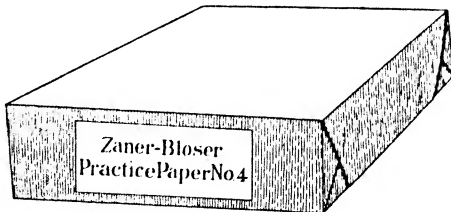
Forty sheets No. 9 ink paper, size 8x10½, for grades 3 to 8. Packed 144 Tablets to carton.

One tablet, postpaid, 10c, net.
96c per dozen, less 25%.

F. O. B. Mill

No. 9 Tablet is the same in ruling and quality as the No. 9 pen and ink paper. Tablets are very convenient for handling.

Zaner-Bloser Penmanship Paper No. 4



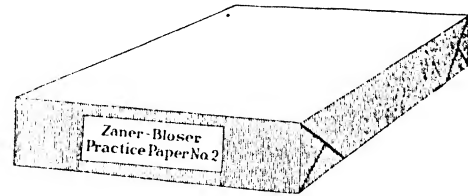
Size 8x6¼. 500 sheet pkg. Shipping weight, 4 lbs.

1 pkg., 50c, net, plus parcel post charges from your place to Columbus, Ohio

Packed 12 pkgs. to carton
50c net, per ream, F. O. B. Mill.

This pen and ink paper is ruled with Universal Ruling, the lines being seven-sixteenths of an inch apart, and is for use in Grades 3 and 4, and upper grades if desired. A good paper with the right ruling.

Zaner-Bloser Pencil Paper No. 2



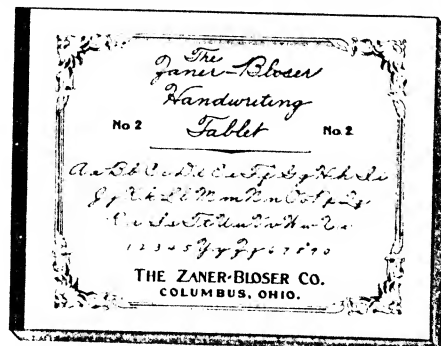
Size 8x10½. 500 sheet pkg. Shipping weight, 4 lbs.
Packed 15 packages to carton

1 to 14 reams 50c net, per ream
15 reams or more 35c net, per ream

F. O. B. Mill.

This blue tinted pencil paper contains ruled lines seven-sixteenths inch apart, heavy and faint lines alternating to guide in making small and capital letters. Especially adapted for use in Grades 1 and 2.

Zaner-Bloser Pencil Tablet No. 2



Forty sheets No. 2 paper. Size 8x10½.

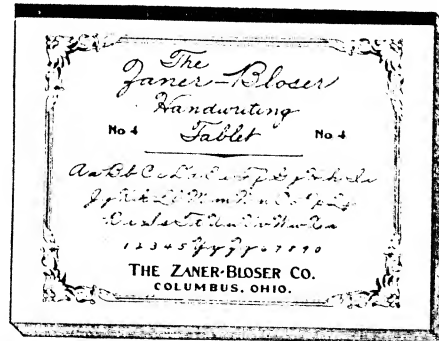
1 Tablet, postpaid, net 10c; 96c per dozen, less 25%

F. O. B. Mill.

Packed 144 Tablets in carton

The blue pencil paper for Grades 1 and 2 in No. 2 Tablet is the same in ruling and quality as the paper in 500 sheet packages. Tablets are very convenient for handling.

Zaner-Bloser Penmanship Tablet No. 4



Size 8x6¼. Contains 40 sheets No. 4 paper.

1 Tablet, postpaid, 10c net; 75c doz., less 25%, F. O. B. Mill.
Packed 144 Tablets in a carton.

No. 4 Tablet contains pen and ink paper for Grades 3 and 4 of the same quality and ruling as the 500 sheet packages. Used very extensively.

High Grade Writing Papers, Cardboards and Envelopes

WRITING PAPERS

In writing papers we are able to give the greatest possible value for the money. In fact, we know of no other firm in the United States that sells equal grades of papers at figures as low as we quote. All of our papers listed on this page are put up in half-ream packages of 240 sheets each—two packages to the ream—for convenience in handling. Wherever you buy your paper, do not buy the grades that are too cheap to be good. It is not economy to buy such papers, since they discourage good penmanship.

Remit cash with all orders. Purchaser pays carriage charges, except on the small quantities mentioned to go by mail.

Zanerian 5 Lb. Paper

Weights 5 lbs. to the ream of 480 sheets and is suited for fine penmanship, correspondence, etc. Sheets are 8x10½ inches. Furnished in ¾ inch ruling. Shipping weight, per package, 4 lbs., 240 sheets.

1 package of 240 sheets by express.....\$1.50

Zanerian 6 Lb. Paper

Weights 6 lbs. to the ream of 480 sheets, and is exactly the same in stock size and finish as the 5 lb. mentioned, but one lb. heavier per ream. Sheets are 8x10½ inches. Furnished in ¾ or ½ inch ruling. Especially suited for ornamental penmanship, letter heads, etc. Shipping weight, per package, 4 lbs.

1 package of 240 sheets by express.....\$2.00

BLUE PAPER FOR WHITE INK

This paper is a rich blue on one side of the sheet only. Sheets are 8x10 inches.

50 sheets by mail, postpaid.....\$.45
100 sheets by mail, postpaid..... .80

BLACK PAPER FOR WHITE INK

This paper is a rich black on one side of the sheet only. Sheets are 8x10 inches.

50 sheets by mail, postpaid.....\$.45
100 sheets by mail, postpaid..... .80

LARGE SHEETS OF PAPER

Especially adapted for pen work, engrossing, etc., taking the place of cardboard when thickness or stiffness are not desired.

Zanerian, 16x21—32 lbs. Medium smooth surface
6 sheets by mail, postpaid.....\$.50
20 sheets by mail, postpaid..... 1.50

Special price on ream lots of 480 sheets

Ledger, 16x21—28½ lb. stock. Smooth surface
6 sheets by mail, postpaid.....\$.65
12 sheets by mail, postpaid..... 1.10

GENUINE PARCHMENT—Sheepskin

16x21 Inches

Best Grade obtainable, clear in color. Many persons who desire high priced pen work, such as resolutions, diplomas, testimonials, etc., demand genuine parchment, (sheepskin) as they consider it more durable and appropriate than paper or cardboard. Securely wrapped.

1 Sheet, postpaid.....\$2.50
6 Sheets or more, postpaid, at.....\$2.00 each

ARTIFICIAL PARCHMENT

The finest sheet of paper we have ever used for pen work, such as ornamental writing, roundhand, flourishing, lettering, and for general engrossing.

The sheet is a beautiful cream color and the weight is just right, being neither too heavy nor too light—heavy enough to hold up and not crinkle. It is the closest in appearance to genuine parchment (sheepskin) of any paper made.

Sheets are 15x21.

6 sheets (smallest quantity sold), by
mail, postpaid.....\$1.50
12 sheets by mail, postpaid.....\$2.40

CARDBOARDS AND ENVELOPES

FINE WHITE CARDBOARD

White Wedding Bristol. Best surface for fine penmanship. Sheets are 22½x28½.

6 sheets, postpaid.....\$.90
12 sheets, postpaid..... 1.65
2 sheets by mail, postpaid..... .50

BLACK CARDBOARD

This is the finest quality black board for white ink that we are able to get hold of. The black cards listed herewith are cut from this board. Size, 20x26.

6 sheets, postpaid.....\$.90
12 sheets, postpaid..... 1.65
2 sheets of this board by mail, postpaid..... .50

We can usually furnish gray board and boards of other colors at about same price of black board.

ENVELOPES

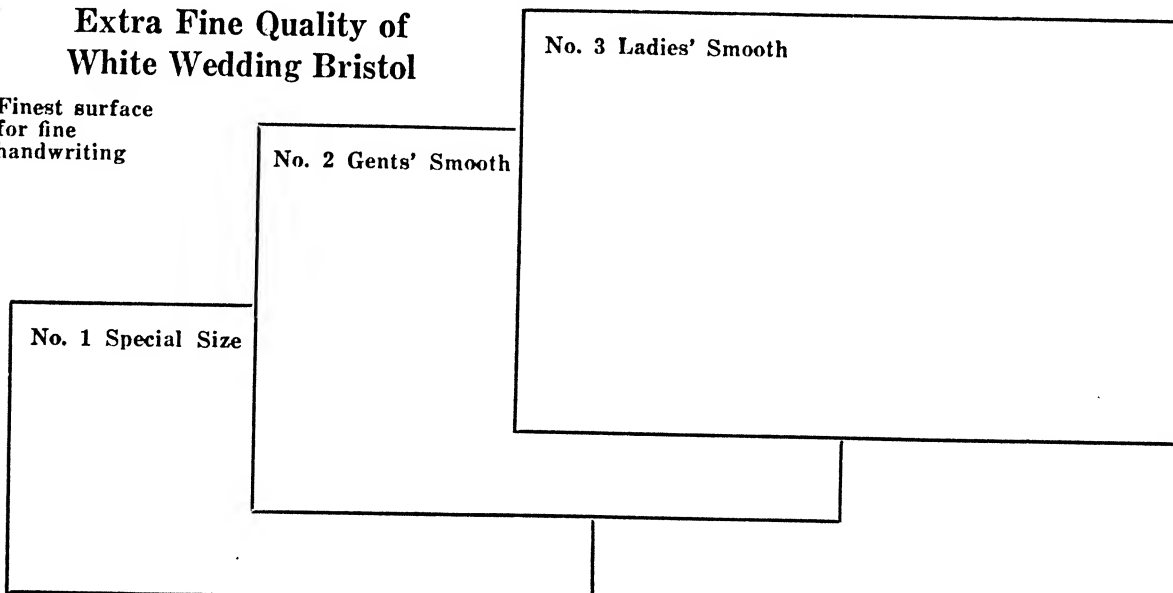
Extra Fine, White and Colored. While we can furnish almost anything in the line of envelopes, we here wish to call your attention to six very fine ones. They are all of the 6¼ size (3¼x6½) and we can furnish this grade in white, azure, primrose, dark blue, canary and cherry at the following prices: Send 5 cents for a sample each of the six envelopes.

1000.....\$2.50 plus postage
500..... 1.40 plus postage
100 by mail, postpaid.....\$.50

Quality Cards

Extra Fine Quality of White Wedding Bristol

Finest surface for fine handwriting



- No. 1. Special Size, 1½ in. x 3 in.
- No. 2. Gents' Smooth, 2 in. x 3 in.
- No. 3. Ladies' Smooth, 2 3/16 in. x 3¾ in.

- 100 by mail, postpaid.....\$.30
- 500 by mail\$1.10 plus postage
- 1000 by mail 2.00 plus postage

Linen Finish

We stock two sizes in this finish—No. 2 (Gents') and No. 3 (Ladies') sizes shown above.

- 100 by mail, postpaid.....\$.30
- 500 by mail\$1.10 plus postage
- 1000 by mail 2.00 plus postage

After testing many different makes of colored cardboard, we believe that the cards we are offering for sale possess the best writing surface that can be found.

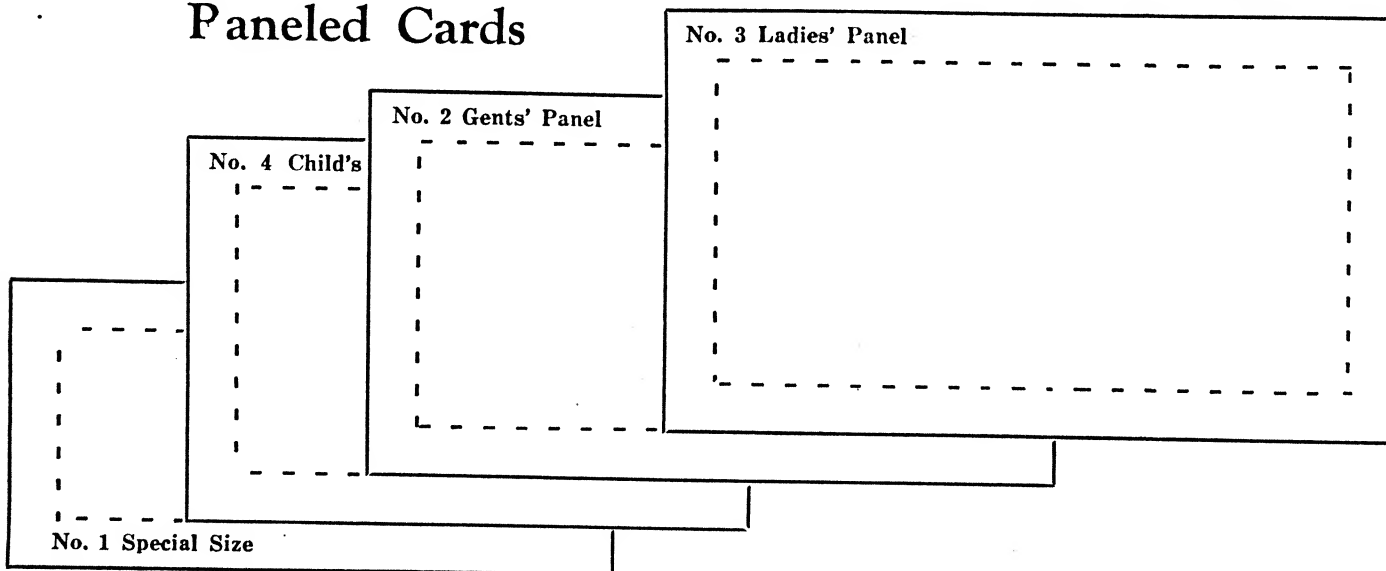
- 100 cards by mail, postpaid.....\$.30
- 500 cards by mail.....\$1.10 plus postage
- 1000 cards by mail..... 2.00 plus postage

Colored Cards

Colors—Light Green, Brown, Black, Dark Green, Wine, Purple, Red.

Try our white ink and colored cards. They are positively the best that can be had.

Paneled Cards



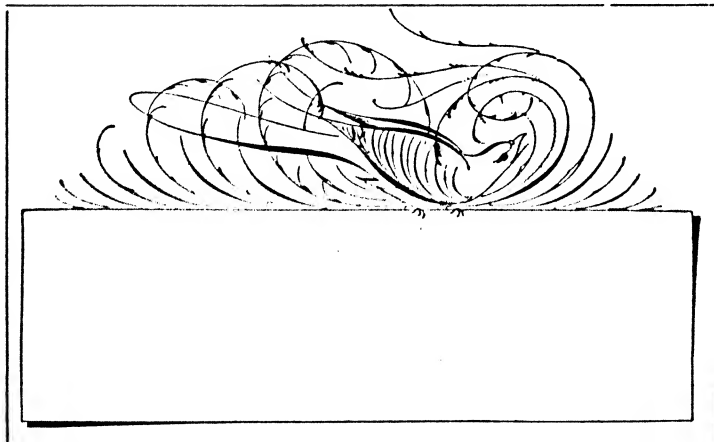
- No. 1. Special Size, 1½ in. x 3¾ in.
100 cards, 35c, postpaid; 500 cards, \$1.25, plus postage;
1000 cards, \$2.20, plus postage.
- No. 4. Child's Panel, 2 in. x 2¾ in.
100 cards, 35c, postpaid; 500 cards, \$1.28, plus postage;
1000 cards, \$2.35, plus postage.

- No. 2. Gents' Panel, 2 in. x 3½ in.
100 cards, 35c, postpaid; 500 cards, \$1.30, plus postage;
1000 cards, \$2.45, plus postage.
- No. 3. Ladies' Panel, 2 3/16 in. x 3¾ in.
100 cards, 35c, postpaid; 500 cards, \$1.30, plus postage;
1000 cards, \$2.50, plus postage.

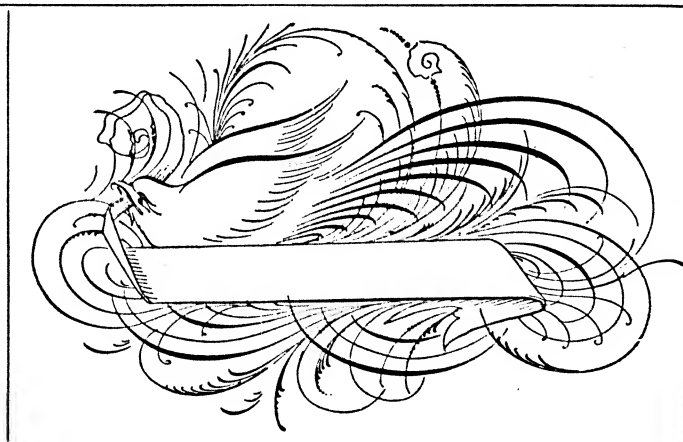
Paneled cards are something that are comparatively new in visiting cards. By hard pressing with an embossing plate, some smaller than the card, a raised border effect about one-fourth inch is produced. Many persons prefer them to the plain cards. The cards listed here are very fine quality of wedding bristol. Card writers and others will find that persons are willing to pay more for a paneled card than for a plain card, although they cost but little more.

Send 5c for samples.

HANDSOME DESIGN CARDS



Design from Set One



Design from Set Two

We here offer the penmanship loving public two sets of beautiful design cards, each set containing twelve cards with a different design on each, and with sufficient blank space for a name to be written.

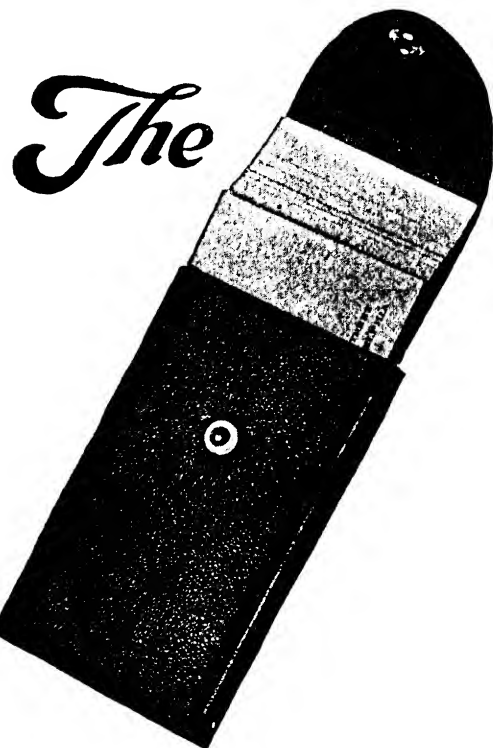
These cards are unquestionably the finest of the kind ever gotten out. In the hands of wide-awake card writers they are money-makers, costing less than 5 cents per set of twelve cards when \$4.50 worth are ordered at a time. Secure a supply and see how easy it will be to take orders at good figures. The writing surface of the cards is unexcelled for fine penmanship. They are printed so as to resemble pen work very closely, and most persons would suppose them to be pen work. The original designs were, of course, all prepared with the pen, set one having been executed by one penman, and set two by another, both of whom are recognized as masters in flourishing and designing.

We present above one design from each set, but you must see all of the designs to fully appreciate them. After seeing the cards, many persons have ordered large quantities, some using them for school advertising purposes and others for regular card writing purposes. One card writer who uses these cards reports that he and his brother cleared \$37.00 in one day writing in a park.

PRICES FOR SET ONE OR SET TWO

(By mail postpaid.) At these prices the cards can be furnished in sets only

| | | | |
|-----------------------------|--------|-----------------------------------|--------|
| One set of 12 Cards..... | \$.15 | Twelve Sets of 144 Cards..... | \$7.70 |
| Three Sets of 36 Cards..... | .25 | Twenty-four Sets, 288 Cards.... | 1.30 |
| Six Sets of 72 Cards..... | .40 | Forty-eight Sets, 576 Cards..... | 2.40 |
| Nine Sets of 108 Cards..... | .50 | Ninety-six Sets, 1,152 Cards..... | 4.50 |



Jiffy

Card Case

(Patented 1923)

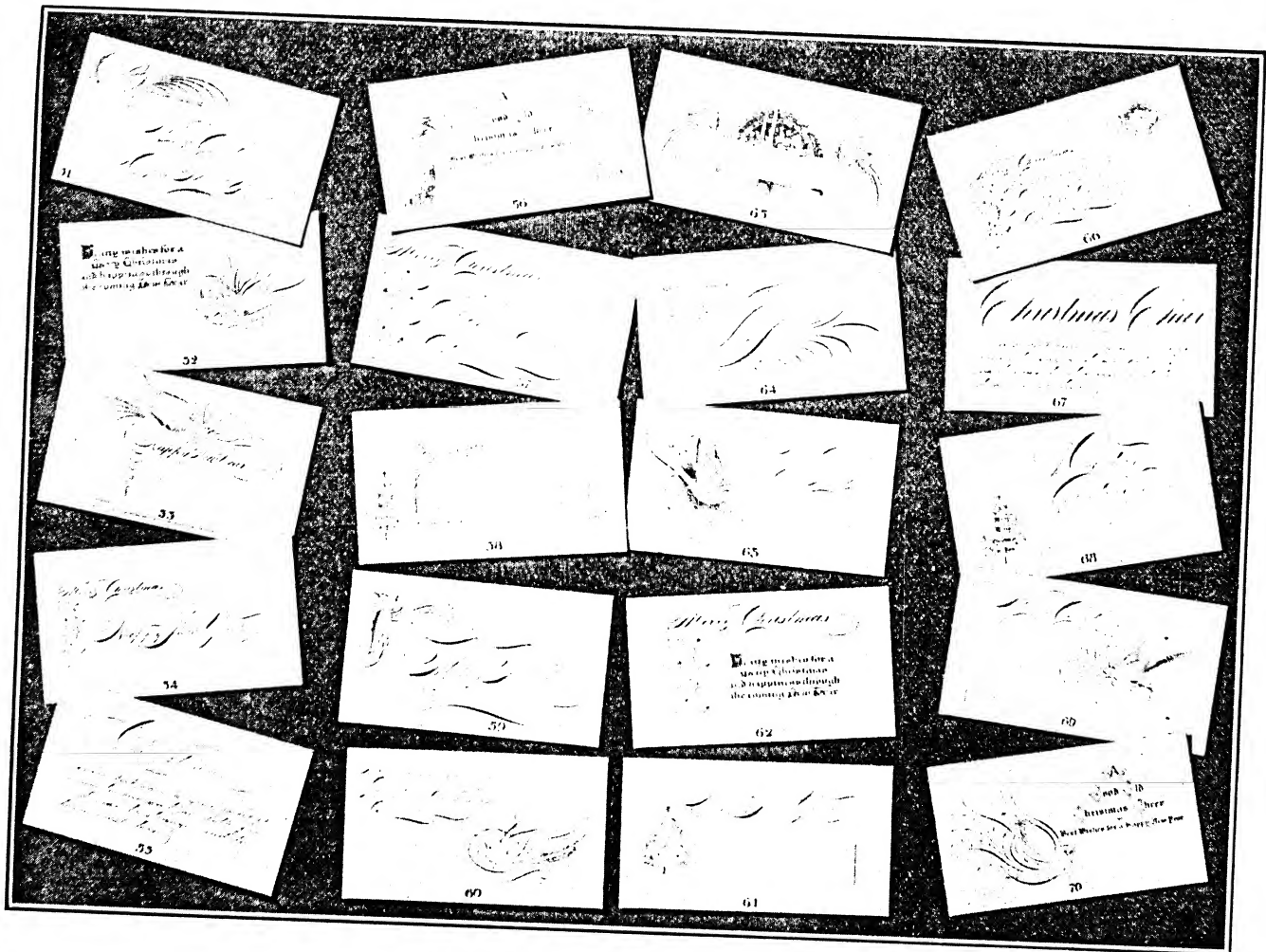
Business and professional men prefer the Jiffy Card Case because it protects cards on all sides. Ladies like it also because it fits so conveniently into the handbag or purse. With one motion the flap is unbuttoned and a fresh, clean card drawn out for instant use. Another motion, the cards are returned and flap buttoned, all in a jiffy.

Jiffy Card Cases are made in sizes to fit all standard cards. The leathers are lustrous, durable cowhide in rich black and seal brown. The new Jiffy is made with soft, flexible gusset and holds a liberal supply of cards.

| | | | | |
|------------|--------|---------------------------|-------|------------|
| No. 12-007 | Brown. | For cards 1 3/4" x 3 1/8" | | \$2.00 (1) |
| No. 12-008 | Black. | For cards 1 3/4" x 3 1/8" | | 2.00 (1) |
| No. 12-017 | Brown. | For cards 1 7/8" x 3 1/2" | | 2.00 (1) |
| No. 12-018 | Black. | For cards 1 7/8" x 3 1/2" | | 2.00 (1) |
| No. 12-027 | Brown. | For cards 2 1/8" x 3 7/8" | | 2.50 (1) |
| No. 12-028 | Black. | For cards 2 1/8" x 3 7/8" | | 2.50 (1) |
| No. 12-037 | Brown. | For cards 2 1/2" x 4 1/4" | | 2.50 (1) |
| No. 12-038 | Black. | For cards 2 1/2" x 4 1/4" | | 2.50 (1) |

The number in parentheses shows quantity packed in each box.

Handwriting Christmas Cards

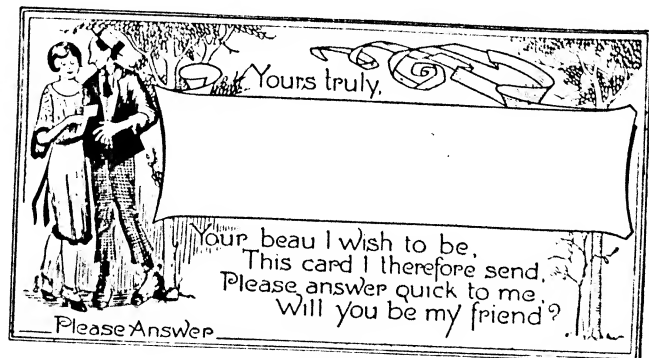
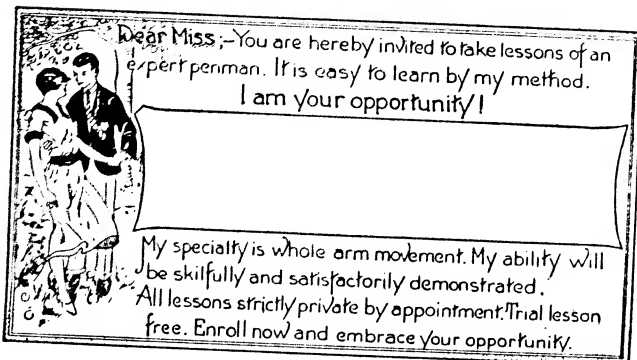


Something different for your Christmas cards. Size $3\frac{1}{2} \times 6\frac{1}{4}$. Printed in Blue ink. You can hand paint these cards as they take color beautifully and are very distinctive. We will give color suggestions if requested.

Price, 5c each; 25c per dozen; 40c per set of 20, postpaid; 100 cards, \$1.80; 500 cards, \$8.50; 1000 cards, \$15.00.

JOKER OR COMIC CARDS

HAVE SOME FUN AND ENJOY LIFE AS YOU GO ALONG



These cards have been printed from new plates on a fine quality of wedding bristol. Some of the designs are entirely new and all have been redrawn and greatly improved. This set is unquestionably one of the best of the kind ever gotten out. None of the cards contain objectionable features. They are clean and the kind of cards that afford much amusement wherever used.

There are twelve different designs in each set, and each card contains blank space in which to write a name.

Card writers find these cards in great demand at good prices. A trial will convince.

PRICES

(By mail postpaid.) At these prices the cards can be furnished in sets only.

| | | | |
|-----------------------------|--------|-----------------------------------|--------|
| One set of 12 Cards..... | \$.15 | Twelve Sets of 144 Cards..... | \$.70 |
| Three Sets of 36 Cards..... | .25 | Twenty-four Sets, 288 Cards.... | 1.30 |
| Six Sets of 72 Cards..... | .40 | Forty-eight Sets, 576 Cards..... | 2.40 |
| Nine Sets of 108 Cards..... | .50 | Ninety-six Sets, 1,152 Cards..... | 4.50 |

Certificates and Awards

For Students and Teachers

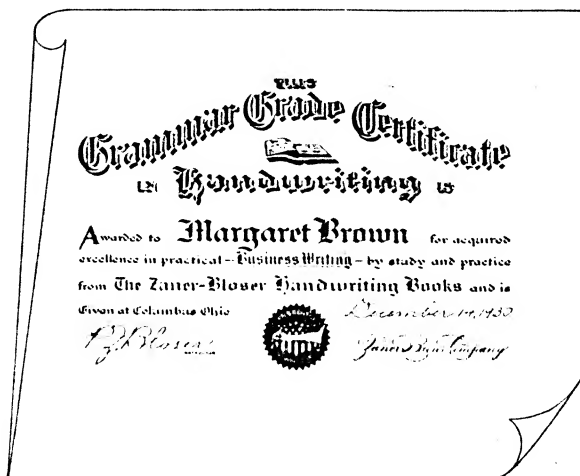
The certificate idea is growing among teachers and pupils, for it has proved of inestimable value in securing better results in handwriting. Certificates encourage pupils to work on penmanship as nothing else will. The granting of a certificate to one pupil in a class will stimulate and arouse the entire class to action. As a result, many pupils are encouraged to continue their study and practice, and achieve higher standards, who could not be interested by other means.

Certificates help to develop a style of handwriting which is good in form, movement, neatness, and speed. For the pupils, they make penmanship interesting and more easily acquired; and for the teacher, they make her work a pleasure and more effective.

We shall be glad to send you a number of these circulars, one for each pupil if you can make use of them. No pupil should be satisfied with his handwriting until it reaches the Zaner-Bloser standard for his grade.

*Encouragement of pupils now and
then may be far reaching in its effect.
It may influence the lives of many.*

A pupil wishes to know, and has the right to know, when his handwriting has reached the standard required for his school grade, or by the business world. When so informed he is encouraged for he realizes that he has accomplished something worthwhile. Then it is that a Zaner Method Certificate of Proficiency or an Award is in order to attest his accomplishment.



All of us like in some way to receive recognition when our work merits it. The Zaner Method Penmanship Certificates and Awards supply this demand on the part of the pupils and parents.

Our twelve page free circular contains a specimen of handwriting showing the passing grade required for each Certificate. Write for a copy and get started in the good work.

A reduced illustration of our Grammar Grade Certificate. A sample will be sent free to any grammar grade teacher who desires to interest her pupils. It is fine to have one of these Certificates framed to hang in your schoolroom.

Zaner and Blaser Penmanship Certificates and Awards are widely recognized as the most effective incentives to better handwriting. They encourage practice, stimulate effort, and get results.

Write for 12-page circular showing specimens of writing and explaining how to win one of these beautiful certificates.

| BLANK CERTIFICATES | Price | Grade |
|------------------------------------------------------------------------------|------------------|-------|
| Position Certificate No. 1..... | .16 per doz. | |
| Progress Certificate No. 2..... | .16 per doz. | |
| Applied Arm Movement Certificate No. 3..... | .26 2/3 per doz. | |
| Excellence Certificate No. 4..... | .26 2/3 per doz. | |
| ENGROSSED CERTIFICATES | | |
| Excellence Certificate No. 4..... | .20 each | 65% |
| Grammar Grade Certificate No. 5..... | .30 each | 75% |
| High School Certificate No. 6..... | .50 each | 80% |
| Advanced Certificate No. 7..... | .50 each | 85% |
| Teachers' Certificate No. 8..... | .40 each | 85% |
| Business School Certificate No. 9..... | .50 each | 80% |
| Business Educator Certificate No. 10..... | .50 each | 80% |
| Ornamental, Engrossers' Script and Text Lettering Certificate No. 11..... | .50 each | 85% |
| Professional Certificate No. 12..... | 1.00 each | 90% |

FREE — WRITE FOR OUR BEAUTIFUL CERTIFICATE AND AWARD CIRCULAR — FREE

BADGE AWARD SYSTEM

1st Award Green Badge



To be awarded to children who have made a habit of good position and movement in the regular writing class and hold the pencil correctly.

Price, 30c per doz.

2nd Award Blue Badge



For those who in addition to the above also prepare habitually nice looking papers, well arranged, etc., in the writing class.

Price, 30c per doz.

3rd Award Red Badge



For those who have formed the habit of correct position and freedom in all written lessons, Language, Arithmetic, Geography, etc.

Price, 30c per doz.

4th Award Freedom in Writing Badge



To be awarded to those who write especially well, whose writing in all lessons is always good, who write with freedom and who habitually use correct writing positions including hand, fingers, paper, etc.

Price, 32c per doz.

The Zaner-Bloser Handwriting Scales and Standards can be used by the teachers or principal to determine when pupils are entitled to Badges, or they can rely upon their own judgment.

Penmanship Red and Blue Honor Rolls

Price per dozen, 26 2/3c postpaid. A discount is allowed in quantities.

These Honor Rolls are for the purpose of stimulating team work in writing. They are used with fine effect, since the element of competition enters into the matter, something in which all pupils delight.

Penmanship Honor Roll

*Excellent Position
in all Writing*

*Arm Movement
in all Writing*

*Good Writing
in all Subjects*

TEAM WORK IN WRITING

Two captains are elected. The captains choose workers alternately until all pupils are enrolled. Blue and Red teams strive to secure most names on their Honor Roll. The Captain and the Teacher determine who are entitled to have names on Roll.

Students should be eligible to certificate as their names are recorded in each column. The best writer in each team should write the names on the Roll. Pupils securing name in three columns may compete for Certificate of Proficiency. Who wins? The Reds or the Blues?

Script Cuts

It is well known that fine penmanship is admired by nearly all classes of persons. It is appreciated by more people than is painting or sculpture.

This is especially true as regards young persons, the very class whose attention business schools desire to attract. Many of the leading business educators and professional penmen of today were, while young, attracted to the business college through penmanship.

Probably the reader of this will remember the influence fine penmanship had over him when he was a boy.

It behooves those who teach good writing, and wish to attract the attention of those who are desirous of improving their writing and securing a practical education, to reach them through the attractive medium of good penmanship.

Type is too universal to be striking, too plain to be attractive, hence the attractiveness of script because of its scarcity and gracefulness.

There are many kinds of script—best, good, bad and indifferent. You know which attracts and which repels. In this, as in all things else, the best is the cheapest, and we feel quite sure that there is no better than that which we are offering.

You should have the benefit of this business-bringing, inexpensive advertising.

School catalogs, journals and other advertising matter can be greatly enhanced by the use of these cuts.

Single Column Script Cuts

(Size about 2½ in. wide)

Business College

Night School

Prices of the single column cuts
 Any one single column cut,
 postpaid \$1.50
 Any three single column cuts,
 postpaid 4.13

Card Writing

We teach Card Writing by correspondence—Enroll with us today and make some extra spending money.

Double Column Script Cuts

(Size about 4¼ inches wide)

Commercial College

Bookkeeping

Prices on the double column cuts

Any one double column cut, postpaid.....\$1.88
 Any three double column cuts, postpaid..... 4.50

Three Column Script Cuts

(Size 6½ inches wide)

Business College

Prices of the three column cuts

Any one three column cut, postpaid.....\$2.63
 Any three three column cuts, postpaid..... 6.75

WRITE FOR OUR ILLUSTRATED CATALOG OF SCRIPT CUTS

-716-

Zanerian Pen Company

ZANERIAN PENS

Pens of the Zanerian brand are the highest grade that can be secured, being made from the very best material by the most skillful pen makers in the world. They should, therefore, not be confounded with the numerous cheap and inferior pens on the market. When a Zanerian pen is purchased it can be depended upon as being the best of the kind that can be produced. These pens are the most economical to buy, because they last longer and do better work than pens of lower grades. Special prices in quantities.

*For fine, ornamental pen-
manship, no other pen equals the
Zanerian Fine Writer.*

THE ZANERIAN FINE WRITER



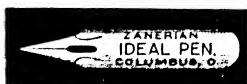
| | |
|--------------------------|----------------------|
| Three gross or more..... | \$1.40 net, postpaid |
| One gross | \$1.75 |
| One-fourth gross | .50 |
| One dozen | .20 |

The best fine writing pen made—the pen that makes the finest light line and the boldest shade. The specimen on this page is presented to show two styles of writing which are best executed with a Zanerian Fine Writer. For card writing, round-hand or engrossing script, for flourishing, for artistic page writing, or for executing any of the shaded ornamental styles of writing, this pen has never yet been equaled. No other pen has ever been so generally praised by professional penmen. While this pen is made by the leading pen makers of the world, it is better than any of their own pens, because in manufacturing they bestow upon it more care than they give to any of their own. Here are the words which were written and signed by the manufacturers:

"Usually we give neither more nor less attention to special imprint pens than we do to our own, but we are quite willing to make an exception in favor of the Zanerian Fine Writer. We will give extra special care to them—more than we bestow upon our own."

This is why the Zanerian Fine Writer is without an equal.

ZANERIAN IDEAL PEN No. 2



*Ornamental penmanship and un-
shaded business writing are nicely executed
with a Zanerian Ideal Pen!*

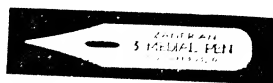
The Zanerian Ideal Pen No. 2 is not as fine pointed and as flexible as the Zanerian Fine Writer, and not quite as coarse as the Zanerian Medial Pen, but it comes as near doing the work of both as any one pen can. See above specimen of shaded and unshaded writing. We especially recommend this pen to beginners in penmanship.

One gross, \$1.25; one-fourth gross, 40 cents; one dozen, 15 cents. Three gross or more, 80c net per gross, postpaid.

We are pen specialists, use pens a little ourselves, believe we know a good pen when we try it, preach the gospel of good pens for all, and bad pens for none, and in this catalog offer you the best pens that money and experienced skill can produce at prices below which none can go and live.



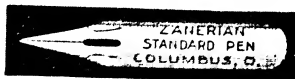
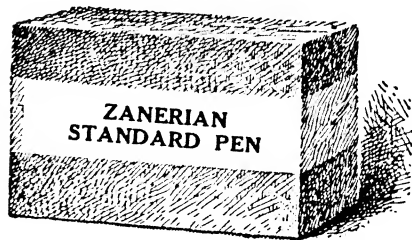
ZANERIAN MEDIAL No. 3



Good, medium, fine-line writing is best written with the smooth-pointed Zanerian Medial Pen

The Zanerian Medial Pen No. 3 is a smooth-pointed pen, much like the Zanerian Business Pen, but smaller in size, making a finer line. For executing medium fine, unshaded business writing it is certainly unexcelled, if equalled.
 One gross, \$1.25; one-fourth gross, 40 cents; one dozen, 15 cents. Three gross or more, 80c net per gross, postpaid.

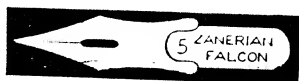
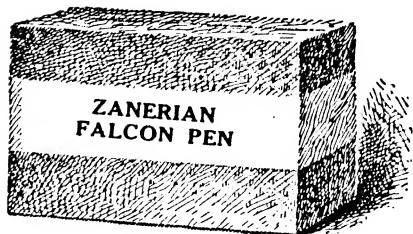
ZANERIAN STANDARD PEN No. 4



The Zanerian Standard Pen is used exclusively for business writing by some of the best penmen in the country.

The Zanerian Standard Pen No. 4 is a high grade pen for business writing generally. It also meets the requirements of the grammar grades, commercial students, etc. The smooth point encourages freedom and ease in writing, two essentials in the foundation on which to build quality and speed.
 One gross, \$1.25; one-fourth gross, 40 cents; one dozen, 15 cents. Three gross or more, 80c net per gross, postpaid.

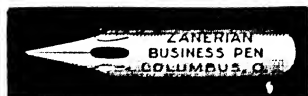
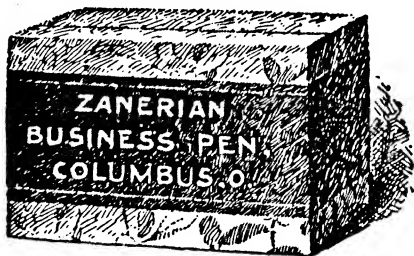
ZANERIAN FALCON PEN No. 5



The Zanerian Falcon Pen is a small pen whose merits have won and are holding many friends.

The Zanerian Falcon Pen No. 5 is a high quality business pen. It makes a line fine enough to encourage neatness, but not too fine to discourage speed. It is a first-class pen for Junior and Commercial High Schools.
 One gross, \$1.25; one-fourth gross, 40 cents; one dozen, 15 cents. Three gross or more, 80c net per gross, postpaid.

ZANERIAN BUSINESS PEN No. 6



Smooth business penmanship with a medium coarse line is best executed with a Zanerian Business Pen

The Zanerian Business Pen No. 6 is purely a business pen and certainly one of the best, if not the best, on the market. For smoothness and durability, and for executing unshaded business writing, it has never been excelled, if equaled. It is a trifle coarser than the Zanerian Medial Pen. In many banks, business houses, etc., this pen is used to the exclusion of all others. See specimen of business writing above, such as is best executed with this pen.

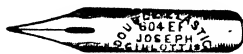
One gross, \$1.25; one-fourth gross, 40 cents; one dozen, 15 cents. Three gross or more, 80c net per gross, postpaid.

Joseph Gillott's Steel Pens

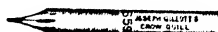
While Zanerian Pens are the best that can be had for the work they are intended to execute, we also carry in stock the leading makes of other pens. No matter what pen you desire, get our prices. Special rates on quantities.



Gillott's Tit Quill. Has a point nearly as fine as No. 1000, but makes strokes up and down, or in any direction with equal facility. 1 pen, 20c; holder, 15c.



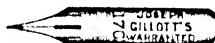
Gillott's No. 604 E. F. Double Elastic. A medium fine pen, much like the Zanerian Ideal. 1 gross, \$1.50; ¼ gross, 45c; 1 dozen, 20c.



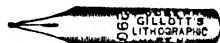
Gillott's No. 659 Crow Quill. Very fine point, used for drawing. 1 dozen, 80c; 6 pens, 50c; 3 pens, 30c. Holder, 15c.



Gillott's No. 1 Principality. For fine ornamental writing, roundhand and flourishing. Flexible, makes a fine line and a bold shade. The pen is much like the Zanerian Fine Writer. 1 gross, \$2.00; ¼ gross, 60c; 1 dozen, 25c.



Gillott's No. 170. An extra fine pointed pen used for copper-plate script, retouching and drawing. 1 gross, \$2.00; ¼ gross, 60c; 1 dozen, 25c.



Gillott's No. 290. A small lithographic and drawing pen; has a very fine point. A pen much used by pen artists. Used by penmen in retouching and in small writing, especially copper-plate script. 1 dozen, 80c; 6 pens, 50c; 3 pens, 30c. Holder 15c



No. 907 Oblique Pen. Fine points, medium flexibility. 1 gross, \$2.00; ¼ gross, 60c; 1 dozen, 25c.



Gillott's No. 1000. Regarded as the finest pointed pen made. 1 pen, 20c; holder for this pen, 20c. 1 gross, \$1.25; ¼ gross, 40c; 1 dozen, 20c.



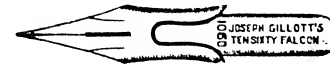
No. 291 Mapping Pen. Superfine drawing point mapping, drawing and engraving pen, exquisite point. 1 dozen, 80c; 6 pens, 50c; 3 pens, 30c.



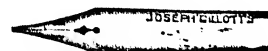
Gillott's No. 303. A pen used largely for drawing purposes. A good pen for preparing writing for photo-engraving. For copper-plate script and retouching. 1 gross, \$2.00; ¼ gross, 60c; 1 dozen, 25c.



Gillott's No. 601 E. F. Magnum Quill. A business pen similar to the Zanerian Business Pen. 1 gross, \$1.50; ¼ gross, 45c; 1 dozen, 20c.

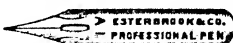


Gillott's No. 1060. A Falcon pen, bronze color, of firm action, smooth point. 1 gross, \$1.50; ¼ gross, 45c; 1 dozen, 20c.



No. 1066 Registry Pen. Firm smooth point adapted to muscular or free arm movement in writing. 1 gross, \$1.25; ¼ gross, 40c; 1 dozen, 20c.

Esterbrook's Pens



A-1 Professional Pen. A pen for ornamental writing, much like the Zanerian Ideal and Gillott's No. 604. 1 gross, \$1.40; ¼ gross, 45c; 1 dozen, 20c.



No. 14 Bank Pen. A business pen of medium point and very popular for general use. 1 gross, \$1.40; ¼ gross, 45c; 1 dozen, 20c.



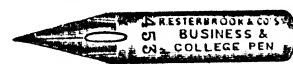
No. 048. Falcon. The manufacturers claim this pen to be the most popular in use for general business purposes. 1 gross, \$1.40; ¼ gross, 45c; 1 dozen, 20c.



No. 344. Double Line Ruling Pen. This pen makes two lines at once, and is especially adapted for architects, engineers, draughtsmen and bookkeepers. ¼ gross, \$1.00; 1 dozen, 40c; ½ dozen, 25c; 1 pen, 10c.



No. 442. Jackson Stub Pen. Falcon shape. The most popular stub pen made. Good ink-holding capacity. 1 gross, \$1.40; ¼ gross, 45c; 1 dozen, 20c.



No. 453. Business and College Pen. A commercial and school pen with fine elastic action. 1 gross, \$1.40; ¼ gross, 45c; 1 dozen, 20c.



No. 787—Oval Point
Firm and Fine
1 gross, \$1.40; ¼ gross, 45c; 1 dozen, 20c.



No. 788. Oval Point. The points of these pens have a perfect oval that comes in contact with the paper and makes them glide over the surface with a smoothness that is delightful. 1 gross, \$1.40; ¼ gross, 45c; 1 dozen, 20c.

Hunt Steel Pens

Commercial Pens



No. 1 First National
Fine Point, Very Stiff Action. Very Popular With Banks.



No. 24 Ledger
Most Popular Pen for General Use



No. 97B Falcon
White or bronze; for general use.



No. 65 Manuscript
Popular Business Stub Pen.



No. 513 Globe
Bowl pointed, unexcelled for smoothness.



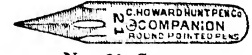
No. 11 Semi-Slant
Fine Point, Firm Action; for School Use.

Commercial Pens

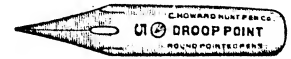
Nos. 1—24—97B—65—513—11

1 gross, \$1.60; ¼ gross, 50c; 1 dozen, 20c; Three gross or more, \$1.30 per gross, net, postpaid.

School Pens



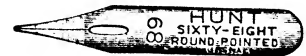
No. 21 Companion
Extra Fine Point; for Fine Writing.



No. 5 Droop Point
Extra Fine Point, Stiff Action.



No. 67 Sixty-Seven
Medium Fine; a Perfect Pen for School and Business Use.



No. 68 Sixty-Eight
Medium Point, Stiff Action

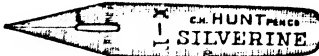
School Pens

Nos. 21—5—67—68

1 gross, \$1.30; ¼ gross, 40c; 1 dozen, 20c; Three gross or more, 95c per gross, net, postpaid.

"HUNT SILVERINE PENS"

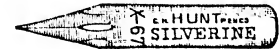
"Latest and best Pens." Bright silver color.



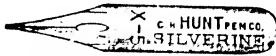
No. x-1. Silverine Pen. Fine point, very stiff action. Popular with banks.
1 gross, \$1.75; ¼ gross, 60c; 1 dozen, 25c.



No. x-41. Silverine Pen. Fine point, stiff action, large ink capacity.
1 gross, \$1.75; ¼ gross, 60c; 1 dozen, 25c.



No. x-67. Silverine Pen. Medium fine point. For schools and business.
1 gross, \$1.75; ¼ gross, 60c; 1 dozen, 25c.



No. x-5. Silverine Pen. Fine point, rigid action.
1 gross, \$1.75; ¼ gross, 60c; 1 dozen, 25c.



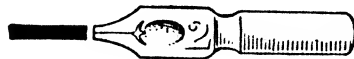
No. x-24. Silverine Pen. A very popular pen for general use.
1 gross, \$1.75; ¼ gross, 60c; 1 dozen, 25c.



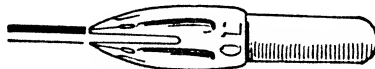
No. x-513. Silverine Pen. Unexcelled for smoothness.
1 gross, \$1.75; ¼ gross, 60c; 1 dozen, 25c.

SOENNECKEN LETTERING PENS

These are the pens that are used by all engrossers for executing the various styles of lettering, German Text, Old English, etc., etc. For making or filling names in diplomas, engrossing resolutions, for ledger headings, or in fact for executing any kind of practical, rapid lettering, these pens are the best made. There are a few other numbers of these pens than are mentioned here, but these twelve are all any engrossing artist ever has occasion to use.



Single pointed pen, 9 numbers—
1, 1½, 2, 2½, 3, 3½, 4, 5 and 6



Double pointed pen, 3 numbers—
10, 20 and 30.

1 complete set of these twelve Pens, Nos. 1, 1½, 2, 2½, 3, 3½, 4, 5 and 6 single pointed, and Nos. 10, 20 and 30 double pointed, postpaid \$.35
1 dozen of any numbers (assorted as desired) single pointed..... .25
1 dozen of any numbers (assorted as desired) double pointed..... .60
Less than a dozen single pointed pens, 2 for 5c, and less than a dozen double pointed, 5c each.
¼ gross of any one number single pointed pens, postpaid..... .50
1 gross of any one number single pointed pens, postpaid..... 1.75
¼ gross of any one number double pointed pens, postpaid..... 1.50



"INKHOLDER"

for Soennecken Lettering Pens. But little ink dipping is necessary when this inkholder is used. Saves time and patience when one has considerable work to do.
Each, 10 cents.

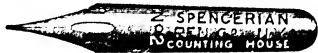
The best engrossing instructor ever published, containing full instruction for using these pens and, large number of alphabets made with them, copies of engrossed resolutions, designs, etc., showing the application of alphabets and also much other valuable instruction and information for learners, is "The Zanerian Manual of Alphabets and Engrossing," a beautifully bound and printed book of 136 pages, a copy of which we will mail for \$2.50 postpaid. It pays to learn engrossing. In every city there is plenty of work at good prices for skilled engrossing artists. See further description of this book in this catalog.

Specimen of Soennecken Pen Lettering

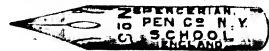
Spencerian Steel Pens.



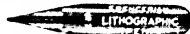
No. 1 College. A pen similar to the Zanerian Ideal and Gillott's No. 604.
1 gross, \$1.50; 1/4 gross, 45c; 1 dozen, 20c.



No. 2 Counting House Pen. A larger pen than No. 1. Fine pointed; adapted to the use of correspondents. Excellent for the bookkeeper.
1 gross, \$1.50; 1/4 gross, 45c; 1 dozen, 20c.



No. 5 School. Fine point, semi-elastic action. Very popular school pen.
1 gross, \$1.50; 1/4 gross, 45c; 1 dozen, 20c.



No. 7 Lithographic Pen. Wonderfully fine point and wonderfully flexible, said to be the most flexible, extremely fine pointed pen made. For fine and heavy line drawing.
1 dozen, \$1.00; 1/2 dozen, 55c; 2 pens, 20c.



This pen is the same as Epistolaire No. 12.
No. 12 Mapping. A small, very fine pointed pen, and probably the finest pointed pen made with which free hand writing can be executed by a skillful hand. This is really a remarkable pen for executing exceedingly fine writing, engraving script, drawing, etc., and is wonderfully durable.
1 gross, \$1.00; 1/4 gross, \$1.25; 1 dozen, 50c.



No. 14 Artistic. A pen much like the Zanerian Fine Writer and Gillott's Principality No. 1. For fine or ornamental writing.
1 gross, \$1.50; 1/4 gross, 45c; 1 dozen, 20c.



No. 25 Drawing Pen. A very fine pointed pen for writing and drawing.
1 gross, \$1.50; 1/4 gross, 45c; 1 dozen, 20c.



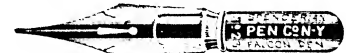
No. 40. Forty Falcon. Medium fine point. A splendid business pen. The silvered finish of this pen resists corrosion and adds to its life.
1 gross, \$1.75; 1/4 gross, 55c; 1 dozen, 20c.



No. 42 Gold Point Pen. Dome-pointed. A firm rigid pen with round point. The most popular dome-pointed model in use.
1 gross, \$1.75; 1/4 gross, 55c; 1 dozen, 20c.



No. 48 Sterling Pen. A long pointed pen for rapid writing, with elastic, smooth action. For bookkeepers.
1 gross, \$1.75; 1/4 gross, 55c; 1 dozen, 20c.



No. 23 Falcon (Silvered). Fine point. Modified Falcon. Perfect shape for easy writing.
1 gross, \$1.75; 1/4 gross, 55c; 1 dozen, 20c.



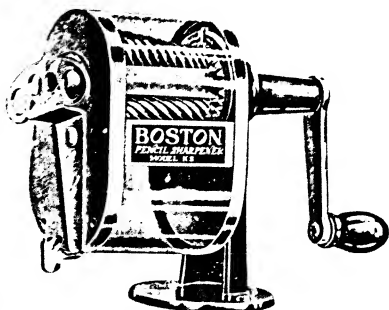
No. 29 Lady Falcon (Silvered). Fine point. A small Falcon with smooth action.
1 gross, \$1.75; 1/4 gross, 55c; 1 dozen, 20c.



No. 44 Invincible (Silvered). Medium dome-pointed. Invincible wearing pen of firm, smooth action.
1 gross, \$1.75; 1/4 gross, 55c; 1 dozen, 20c.

BOSTON PENCIL SHARPENERS

BOSTON KS



Model KS

For All Sizes of Pencils
German Silver Receptacle—
Enamelled Stand

LIST RETAIL PRICES
Machine without Clamp

\$1.25

(Clamp 25c extra)
Cutters, per pair, 75c

Adjustable to all popular sizes of pencils. Can be attached to horizontal or vertical surface. Automatically stops sharpening when pencil is pointed.

Rustproof olive green enamel base with highly polished, hand-buffed nickel silver chip receptacle ends and pencil guide. Large chip receptacle can be quickly removed and emptied.

Solid steel twin milling cutters individually inspected and tested.

Pencil guide has four holes of different sizes, enabling it to more accurately hold various sizes of pencils.

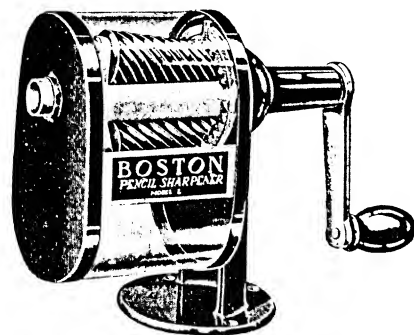
BOSTON L

For standard size pencils. Rustproof olive green enamel finish. Can be attached to horizontal or vertical surface. Automatically stops sharpening when pencil is pointed.

Solid steel cutters carefully tested before being assembled in machines. Cutters set at a double angle, giving the pencil an extra long point.

Long pencil guide insures perfect point.

Transparent chip receptacle easily and quickly removed and emptied.



Model L

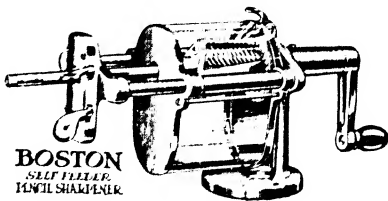
For Standard Size Pencils
Rust-Proof Olive Green
Enamel Finish

LIST RETAIL PRICES
Machine without Clamp

85c

(Clamp 25c extra)
Cutters, per pair, 60c

BOSTON SELF-FEEDER



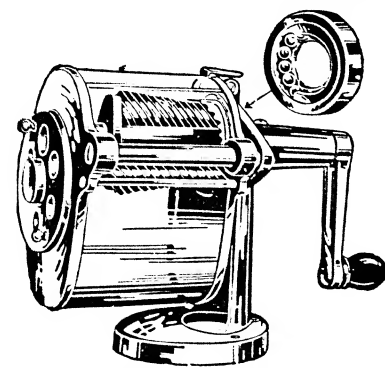
For All Sizes of Pencils
Automatically advances
Pencil until properly
pointed
Die Cast Heavy Nickel
Plated Parts

LIST RETAIL PRICES

Machine without Clamp
Nicked \$7.00—Enameled \$6.00
Clamp, 25c extra. Cutters, per pair, \$1.35

This new BOSTON model brings pencil sharpening to a heretofore unapproached degree of perfection. The efficient mechanism which enables the machine to itself propel the pencil until properly pointed reduces all effort to a minimum. It is the most compact sharpener of its type. The ball bearing in which the cutter carrier revolves and the long-length cutters—of solid, perfectly hardened steel—assure durability. The chip receptacle, base and crank are highly polished, heavily nicked, rustproof die castings. The BOSTON SELF-FEEDER accepts ALL SIZES of pencils, may be attached to a horizontal or vertical surface, and is obtainable with transparent celluloid in the receptacle.

BOSTON BALL BEARING



For All Sizes of Pencils
Die Cast Heavy Nickel
Plated Parts
LIST RETAIL PRICES
Machine without
Clamp
\$4.50
(Clamp 25c extra)
Cutters, per pair, \$1.35

The greatest improvement in Pencil Sharpeners, eliminating friction and wear. The cutter carrier revolves in a BALL BEARING. The solid, extra length, long life cutters are made of perfectly hardened steel. The new six hole pencil guide enables it to sharpen ALL SIZES of pencils. BOSTON machines are the only ones that will sharpen the largest sized pencils perfectly. The chip receptacle, stand and crank are highly polished, heavily nicked, rustproof die castings. The entire machine is readily taken apart for cleaning. Can be furnished with coral pink or transparent celluloid in the receptacle. Can be attached to horizontal or vertical surface, as desired. Automatically stops sharpening when pencil is pointed.

Speedball Opaque Inks are specially prepared for pen lettering and General Commercial Art purposes. They combine a richness and brilliancy of color with a large enough variety of shades to fulfill the most exacting demands. Each pigment has been selected for its strength and permanency of color. They have been carefully ground and built up to a free flowing consistency with sparkling ink binders that permit smooth blending of the various colors.

Speedball Inks cover perfectly with one stroke of the pen and dry quickly with a velvety lustre that adds much to the beauty and attractiveness of the user's work.

These Inks cover opaque on dark surfaces in a single stroke, and may be thinned with water for use in the finest pens or in the airbrush without reducing their beauty or quality.

Speedball Inks were developed by practical craftsmen of long commercial experience; they are a rich combination of the most brilliant and permanent colors that science has produced, and have met with enthusiastic approval of Designers, Sho-Card Writers, Commercial Artists, Draftsmen, Penmen, Architects, Photographers, Movie Title Letterers, etc.

Particular People use
SPEEDBALL PEN INKS
—all the colors of the rainbow
in attention-compelling brilliancy



1-oz. Jars

20c Bottle, plus postage; \$1.80 dozen, plus postage; Pints, \$2.25; Doz. Pints, \$24.00; Quarts, \$3.50; Doz. Quarts, \$33.00.

Elementary Alphabets



This Book contains the four basic alphabets—Gothic, Roman, Italic and Text, from which all other alphabets are devised.

Price, postpaid, 15c each; per dozen, \$1.50, net.



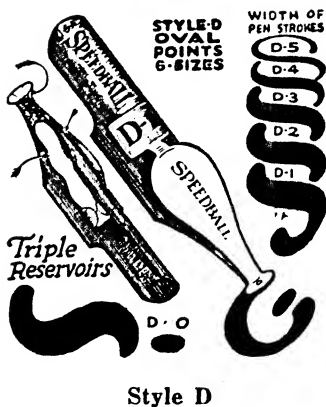
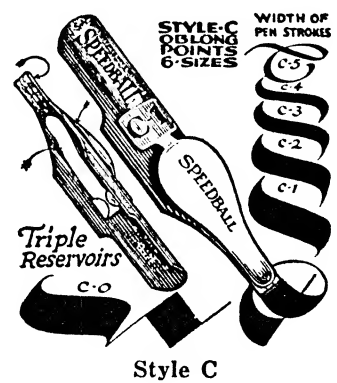
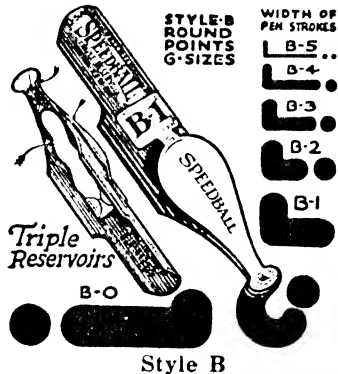
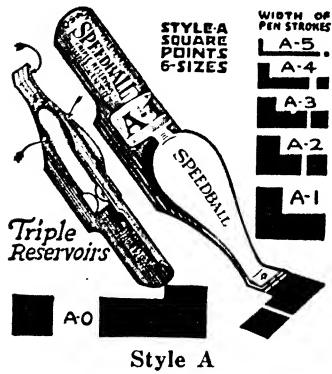
Price, postpaid, \$1.00 each; per dozen, \$10.00, net

"The Big Little (Whisper of) Lettercraft"

"SPEEDBALL"

TRIPLE RESERVOIR
DRAWING & LETTERING PENS

3 Reservoirs Good with a cap. 3 Reservoirs Perfect and complete.



Packed in sets of each style A, B, C, or D —one pen of each of the six sizes.

Per set, 6 pens.....40c net

Also 12 pens of any one size and style to a box.

Per dozen pens (1 Box).....70c

Per Gross (in dozen boxes).....65c

One pen (each).....10c

THE SPEEDBALL TEXT BOOK

MODERN PEN LETTERING

The Speedball Text Book of Modern Pen Lettering is a short simple method of instruction for modern pen lettering. It contains many new Alphabets, border Designs and Decorated Stunts that appeal to the professional craftsman. The art of engrossing is another big feature of this edition.



It is illustrated with some exceptionally fine plates for the Designer, Engrosser and the Illuminator. Every branch of commercial lettering is presented in a way that makes it practical for teachers, students, draftsmen, artists, sign and sho-card letterers. Every one of its eighty pages is replete with suggestions.

Price, postpaid, 50c each; per dozen, \$5.00 net.

Zaner-Bloser Fountain Pens

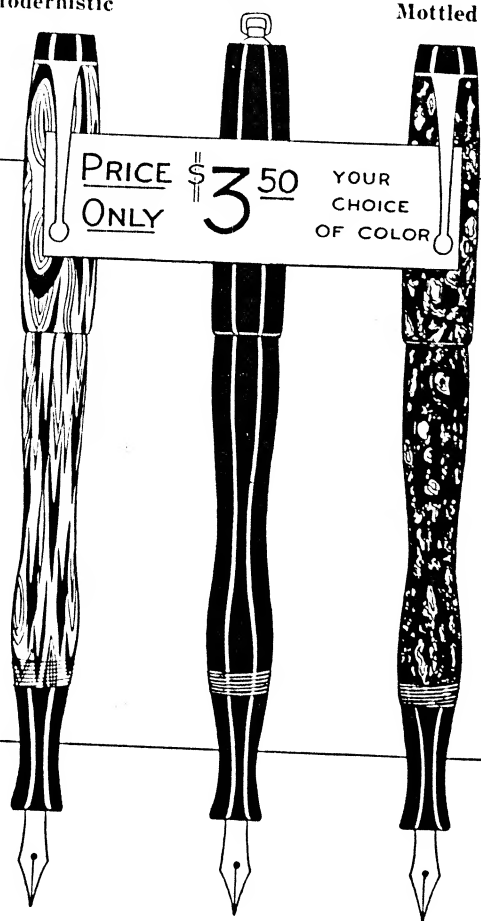
Here's the approved fountain pen for school use—designed by handwriting experts.

Discourages gripping and pinching—does not tire fingers when used a long time—a genuine Parker-made fountain pen.

Modernistic

Black

Mottled



PRICE \$3.50
ONLY

YOUR
CHOICE
OF COLOR

Every teacher knows the famous finger fitting Zaner-Bloser Penholder and how it improves handwriting. Now a new fountain pen, having the same finger fitting design has been perfected by Zaner-Bloser. This new fountain pen, made by Parker Pen Co., one of America's finest pen makers, made by Parker teacher and student, for the first time, all the advantages of the best fountain pen, plus light weight, perfect balance and a finger fitting grip that discourages pinching and tiring ways of holding a fountain pen.

Be one of the first to own this new style fountain pen. Give it a trial. See how naturally it fits your fingers, how much more evenly and smoothly you can write—even for hours at a time—without tiring. See how perfectly it balances in your hand, how really effortless it is to guide and how much easier it is to improve your own handwriting.

This new Zaner-Bloser Fountain Pen is just the fountain pen for school children. Its light weight, perfect balance, and continuous smooth flow make it easy for children to write their best. It prevents unnatural cramping and pinching that quickly tires. It lessens careless writing and improves grades.

There are three colors—mottled blue, black and modernistic blue and white—and each pen is equipped with a special penmanship pen point. You may have your choice of colors. The price has been purposely made low to put this helpful pen within reach of all—only \$3.50 each.

OTHERS CRAMP — TIRE — ARE HEAVY

Writing with the ordinary, heavy, straight sided fountain pen cramps the fingers. Results in tiring quickly, careless writing, poor grades.

ZANER'S FITS FINGERS— IS LIGHTWEIGHT

The figure to the left shows how a Zaner-Bloser Fountain Pen fits the fingers naturally. No gripping—no pinching is necessary. Results in easy writing—good handwriting—good grades.



FITS THE
FINGERS

Write Today for Trial Pen

You can have the pen sent C. O. D. or enclose a money order for \$3.50 and we will mail you prepaid at once the Zaner-Bloser "Parker-Made" fountain pen of your choice.

ZANER-BLOSER BLUE FOUNTAIN PEN INK



One bottle, 21c,
postage paid.

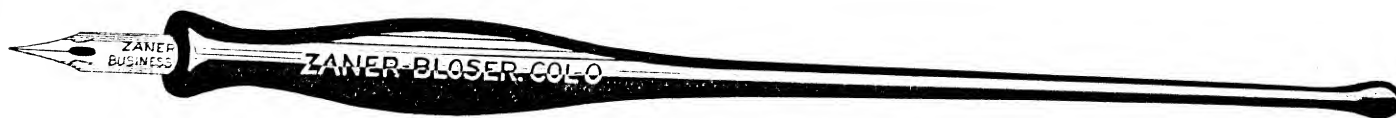
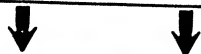
One dozen bot-
tles, \$1.65, net,
plus postage.

We have been able, after much experimenting, to produce a real fountain pen ink that will sell at a popular price. 15c, plus postage, will bring you a bottle of this excellent fountain pen ink. Try a bottle today with your new fountain pen.

The Zaner-Bloser Fountain Pens will use any good fluid ink. Do not, however, use any substitute for ink. Buy ink only of known value and proven reliability. We strongly recommend Zaner-Bloser Blue Fountain Pen Ink for use in our own or any pen. It is of uniform quality and lasting in its record qualities.

Use ink from a covered bottle, avoiding dusty, muddy and gummy ink, which clogs the feed and necessitates frequent washing. More pens refuse to work because of dirty ink than from any other cause.

LOOK FOR THE NAME



11

SUPERIOR PRACTICAL FEATURES OF THE ZANER-BLOSER FINGER FITTING PENHOLDER



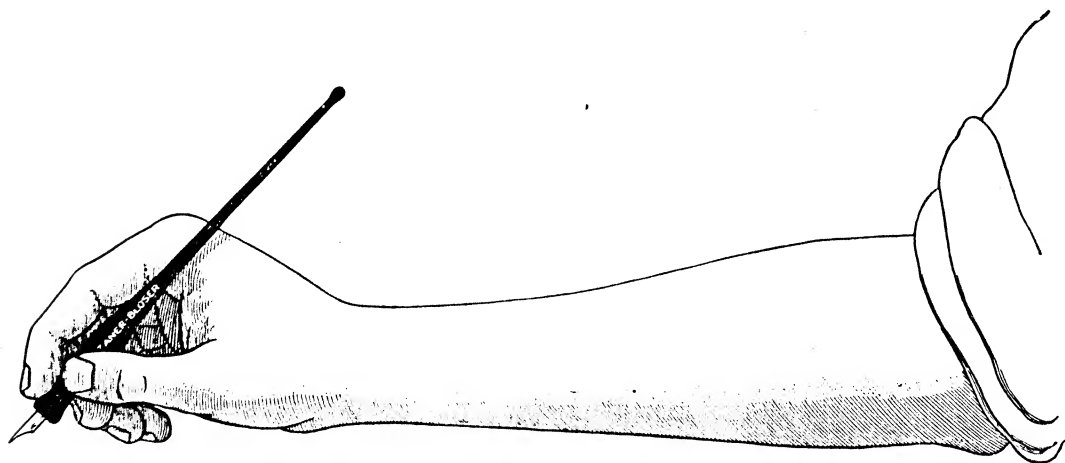
← Rust Proof

END VIEW

1. Fits the fingers of any sized hand.
2. Balances in any hand perfectly to produce smooth lines.
3. Originated and promoted by the Zaner-Bloser Company, handwriting specialists since 1888.
4. Encourages better handwriting.
5. Rust proof, non-corrosive tube and plug.
6. Double plug prevents splitting and makes penholder last a lifetime.
7. Made of the best raw materials obtainable.
8. Finished in beautiful, durable lacquer which furnishes a stable grip.
9. Encourages correct position of the thumb and fingers, and allows for slight individuality of position necessary to different shapes of hands.
10. Sanitary, keeps ink off fingers and desk.
11. Made and inspected with great care.

THE BEST VALUE IN PENHOLDERS

Try it! Be Convinced!



THE ZANER-BLOSER PENHOLDER
Balances perfectly in any hand.

Look for the Name "ZANER-BLOSER"

A PENHOLDER WITH A PERSONALITY

The Zaner-Bloser Penholder is finished in either black, green, yellow, red or blue enamel, and holds any kind of pen. One holder, 10c; two, 20c; six, 40c; 12, 60c; one-fourth gross, \$1.50; one-half gross, \$2.65; 1 gross or more, \$4.80, all postpaid. These prices are net. Packed one-fourth gross to the box. Only \$4.80 a gross.

Write for our complete Penholder Catalog

PENHOLDERS

The main idea of the oblique penholder is to assist in making smooth shades. When using a straight holder it is necessary to turn the hand to the left to some extent in order that smooth shades may be made if desired. When using the oblique holder the hand can remain in the usual and more natural position since the pen is held by the holder at the proper angle at which smooth shades can best be made. Of course, it is all right to use the oblique holder in executing unshaded writing, since very smooth lines can be secured, but it is indispensable when executing shaded writing.

There are numerous oblique penholders on the market today, some of which are made by persons who, not being penmen themselves, do not understand the requirements of correct adjustment. It requires more than a wood-turner to produce a good oblique holder. If the adjustment is not correct in an oblique holder, it is practically worthless as an instrument for fine writing, no matter how fine the holder may be otherwise. Many students who enter the Zanerian College (the school of penmanship conducted by The Zaner-Bloser Co.) bring with them oblique holders which are miserably adjusted, and with which they have been laboring at a great disadvantage, not knowing where the trouble lies. It is no wonder that some persons should become discouraged with such instruments.

In purchasing oblique penholders it is undoubtedly safest to secure them from persons who know how to use them most successfully, and therefore know what the proper adjustment is. Of course inferior holders can be sold for less money than perfect ones, since practically no time is spent in securing the proper adjustment. On each of our holders considerable time is spent on the adjustment by one who thoroughly understands what is best in this particular. Not only this, but we are confident that a careful comparison of our holders with others will reveal the fact that Zanerian holders are also the most perfect in workmanship. We originated and popularized the long oblique holder, and, as was to be expected, it is being imitated.

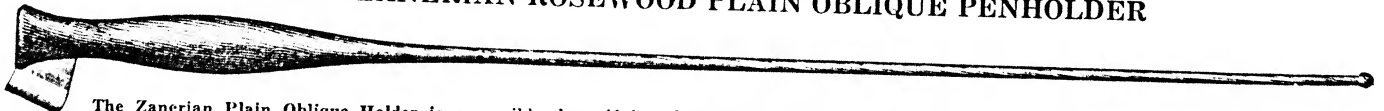
Our oblique holders are all adjusted for ornamental penmanship, and intended to fit the Zanerian Fine Writer or Gillott's Principality No. 1 pen, these two being the same in size. If a smaller pen is to be used, such as the Zanerian Ideal, Gillott's 604, or a Spencerian No. 1, anyone can easily contract the pen slot by pressing against it so that it will fit these pens. If one of the long holders should draw slightly crooked, as sometimes happens when wood is turned so long and slender, it can be easily straightened by holding it over a lighted lamp until the wood becomes heated, when, if care is taken, it can be straightened without danger of breaking.

No. 42.—ZANERIAN FINE ART OBLIQUE PENHOLDER



The Zanerian Fine Art Holder is a fancy, hand-made, rosewood oblique holder, inlaid with ivory and a beautiful yellow hard wood, giving a very pleasing contrast. It is perfectly adjusted, 11½ inches long, and is the most attractive oblique penholder manufactured. Present it to a good penman and he will be delighted. Present it to a poor penman and its beauty will compel him to pick it up, practice and improve his writing. The most indifferent pupil will delight in improving his penmanship when he has this holder. Price \$1.25. Sent in an appropriate wooden box for 15 cents extra. It makes a handsome present for Christmas or any other time. We also furnish the No. 43—Zanerian Fine Art Holder but 8 inches in length, although otherwise the same in every particular as the longer holder. Price of the 8-inch holder is \$1.00, sent in a wooden box for 15 cents extra. Quantity prices on request.

No. 44—ZANERIAN ROSEWOOD PLAIN OBLIQUE PENHOLDER



The Zanerian Plain Oblique Holder is a sensible, beautiful and perfect holder. It is made of rosewood, is 11½ inches long, hand-made, and is correctly adjusted. He who uses the holder can depend upon it as being a perfect instrument. It is a delight to write with one of these holders; in fact, it is a great encourager of good penmanship. It has been observed that many persons who seemingly care nothing for good writing soon feel a desire to practice when one of these instruments comes into their possession. The Zanerian Plain Oblique Penholder is the same in size, length, etc., as the Zanerian Fine Art Holder, but not so fancy. Price 75 cents. Sent in a wooden box for 15 cents extra. We can also furnish the No. 45—Zanerian Plain Oblique Holder but 8 inches in length, although otherwise the same in every particular as the longer holder. Price of the 8-inch Holder is 65 cents. Sent in a wooden box for 15c extra. Quantity prices on request.

No. 24—ZANERIAN FINE ART STRAIGHT PENHOLDER—Beautiful and Useful



The length is 8 inches and the holder is highly pleasing in gracefulness of curve and in shapeliness of design, as well as in color effect—the blending of red, yellow and dark woods with the whiteness of ivory. It is made of redwood, boxwood, celluloid, and ebony, all joined harmoniously and given a finish such as only an experienced and painstaking woodworker could give it. In appearance and feeling to the hand nothing further could be desired in a penholder.

The holder is hand-turned by one who possesses the old-time craftsman's pride in his work, and who aims at perfection rather than at quantity in production.

It is known that this holder greatly encourages poor penmen to practice and improve their handwriting, while good penmen are so delighted with it that they cause John Hancock's reputation to suffer.

Many have pronounced it to be the most beautiful and perfect penholder ever manufactured.

It is not the result of a moment's fancy, but a development by one who has made a study of penholders and of penholder manufacture for a period covering many years.

Any one of either sex, whether old or young, will surely appreciate an attractive and serviceable writing instrument like a Zanerian Fine Art Straight Penholder.

Holds a pen of almost any size—small, medium or large.

When ordering please mention the exact name, for we manufacture many kinds of penholders.

Price, postpaid, \$1.00. Sent in an appropriate wooden box, 15 cents extra. Quantity prices on request.

NO. 1—ZANER-BLOSER PENHOLDER



A PENHOLDER WITH A PERSONALITY

The Zaner-Bloser Penholder is finished in either black, green, yellow, red or blue enamel, and holds any kind of a pen. One holder, 10c; two, 20c; six, 40c; 12, 60c; one-fourth gross, \$1.50; one-half gross, \$2.65; 1 gross or more, \$1.80, all postpaid. These prices are net.

Write for our complete Penholder Catalog

NO. 32—DOUBLE PENHOLDER

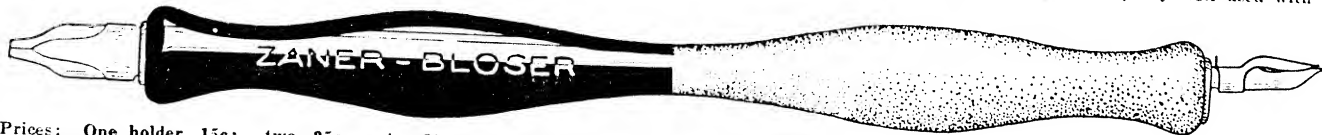
One end for Red Ink; the other, for Black or Blue Ink



This attractive new penholder has all the good features of the Zaner-Bloser Penholder, plus the addition of another writing end. Many prefer it even if red ink is not used. Prepaid prices: One holder, 15c; two, 25c; six, 50c; twelve, 80c; one-fourth gross, \$1.90; one-half gross, \$3.40; one gross, \$6.40. It is better to buy in gross lots. These prices are net. Patented 1928 by The Zaner-Bloser Co., Columbus, Ohio.

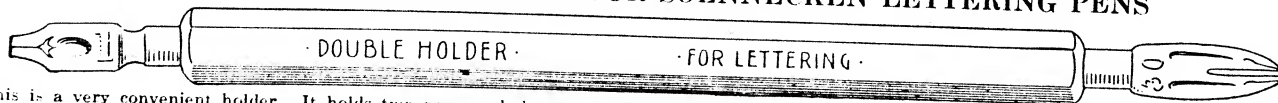
No. 32—ZANER-BLOSER DOUBLE LETTERING PEN

This lettering holder comes in standard colors of red and black. Lettering experts claim that this holder enables them to get their fingers closer to the pen point and thus do more efficient work. It is well suited to Soennecken Lettering Points. However, it can be equally well used with Speed Ball, Esterbrook or any of the standard pen points.



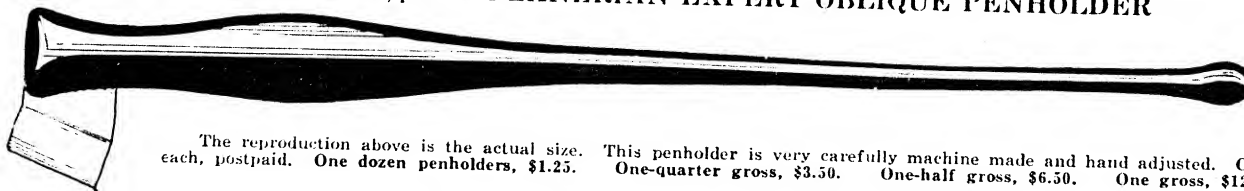
Prices: One holder, 15c; two, 25c; six, 50c; twelve, 80c; one-fourth gross, \$1.90; one-half gross, \$3.40; one gross, \$6.40 net, postpaid. It is better to buy in gross lots. Patented 1928 by The Zaner-Bloser Co., Columbus, Ohio.

No. 33—DOUBLE PENHOLDER FOR SOENNECKEN LETTERING PENS



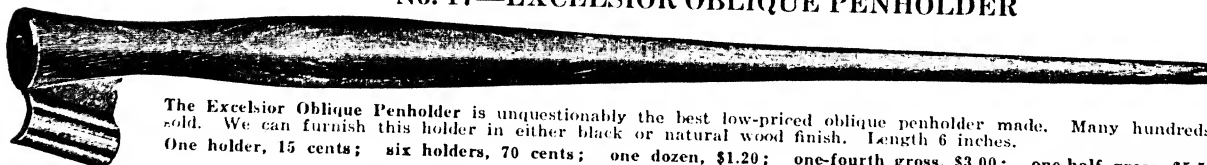
This is a very convenient holder. It holds two pens and thus saves the user the trouble of removing one and inserting the other when he desires to use two different numbers of pens on a piece of work. Price, 20 cents each.

No. 15—6 1/4 INCH ZANERIAN EXPERT OBLIQUE PENHOLDER



The reproduction above is the actual size. This penholder is very carefully machine made and hand adjusted. One penholder, 20c each, postpaid. One dozen penholders, \$1.25. One-quarter gross, \$3.50. One-half gross, \$6.50. One gross, \$12.00 net, postpaid.

No. 17—EXCELSIOR OBLIQUE PENHOLDER



The Excelsior Oblique Penholder is unquestionably the best low-priced oblique penholder made. Many hundreds of gross have been sold. We can furnish this holder in either black or natural wood finish. Length 6 inches. One holder, 15 cents; six holders, 70 cents; one dozen, \$1.20; one-fourth gross, \$3.00; one-half gross, \$5.50; one gross, \$10.00.

TRIANGULAR STRAIGHT PENHOLDER

Some persons prefer a triangular penholder to a round one. This holder is very carefully made of hard rubber. It is 7 1/4 inches in length. Price, 25 cents each.

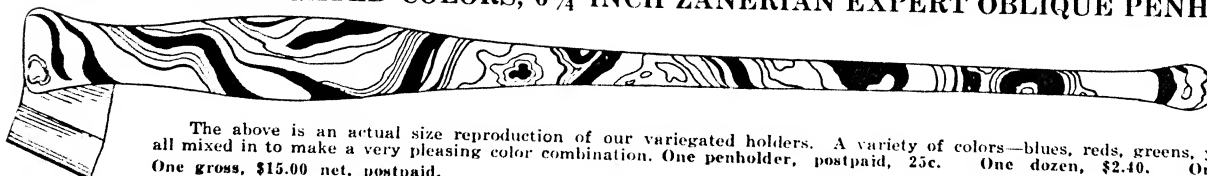


THE CORRECT HOLDER

The Correct Holder is very beautiful in design and finish. It is 6 3/4 inches long, and a favorite with persons who wish a very carefully made hard rubber holder. Price, 25 cents each.



No. 16—VARIEGATED COLORS, 6 1/4 INCH ZANERIAN EXPERT OBLIQUE PENHOLDER



The above is an actual size reproduction of our variegated holders. A variety of colors—blues, reds, greens, yellows, purples, and all mixed in to make a very pleasing color combination. One penholder, postpaid, 25c. One dozen, \$2.40. One-half gross, \$8.50. One gross, \$15.00 net, postpaid.

No. 23—ZANER-BLOSER VARIEGATED STRAIGHT PENHOLDER



Prepaid prices: One holder, 15c; two, 25c; six, 50c; twelve, 80c; one-fourth gross, \$1.90; one-half gross, \$3.40; one gross, \$6.40, net, postpaid.

Write for our Penholder Catalog

INKS



ZANER-BLOSER BLACK INK FOR EVERYDAY USE

This jet black ink is fast proving a favorite. Many people prefer it for ornamental writing. Others like it for business writing. Some use it in fountain pens. We recommend it for business writing with a steel pen. The price of this ink is amazingly low and at 15c a bottle, plus postage, anyone can afford to have one.

One bottle, postpaid.....21c
1 dozen bottles.....\$1.65 net, plus postage



ZANER-BLOSER BLUE FOUNTAIN PEN INK

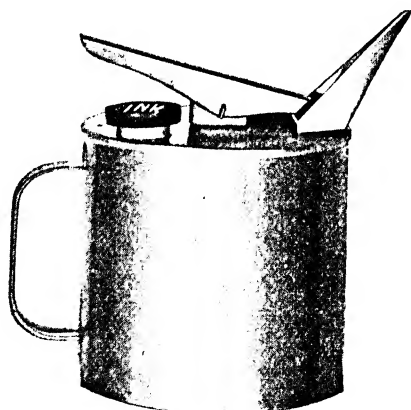
One bottle21c, postage paid
One dozen bottles.....\$1.65 net, plus postage

We have been able, after much experimenting, to produce a real fountain pen ink that will sell at a popular price. 15c, plus postage, will bring you a bottle of this excellent fountain pen ink. Try a bottle today with your new fountain pen.

The Zaner-Bloser Fountain Pens will use any good fluid ink. Do not, however, use any substitute for ink. Buy ink only of known value and proven reliability. We strongly recommend Zaner-Bloser Blue Fountain Pen Ink for use in our own or any pen. It is of uniform quality; does not thicken, precipitate, or dry up. It is lasting in its record qualities.

Use ink from a covered bottle, avoiding dusty, muddy and gummy ink, which clogs the feed and necessitates frequent washing. More pens refuse to work because of dirty ink than from any other cause.

You Have Always Wanted



The Handy Inkwell Filler

Place the spout in the inkwell, press the lever with your thumb till the well is almost full. Then release lever, and wait till spout drains before removing it from well.

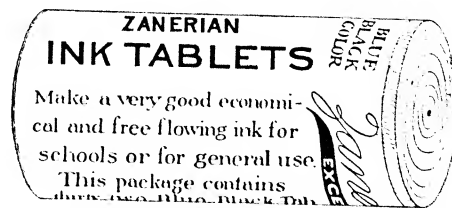
There is no squirting or slopping over on desk or floor. No inky hands.

The Handy Inkwell Filler is made of spun copper. It will never wear out or leak.

Capacity—1 Quart
\$2.75 each, net

ZANERIAN GLOSS INK

This specially prepared gloss ink is extremely nice and very suitable for card writing or ornamental writing where the writer desires a light brown hairline with a gloss black shade. Comes packed in a 2 ounce bottle at 40c; 1 pint, \$1.75; 1 quart, \$2.50, postpaid.



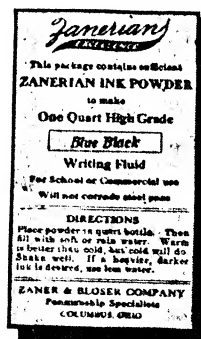
ZANERIAN INK TABLETS

1 Quart box of 32 Blue-black ink tablets.....30c
1 Quart box of 32 Red ink tablets.....30c
6 Quart boxes or more, all of one color or assorted, per box, net.....25c

These tablets produce an ink of strictly Zanerian Excellence quality. They are put up in appropriate, round wooden boxes, and each box contains 32 tablets. Most ink bottles are made in sizes ranging from one to thirty-two ounces. Simply drop one tablet in a one-ounce bottle filled with water, and you will immediately have a one-ounce bottle of good ink. Put two tablets in a two-ounce bottle and so on; 16 in a pint bottle and the entire 32 tablets in a quart. If one tablet is dropped into an ordinary ink well filled with water more water can be added from time to time and good results secured.

These tablets are easy to divide according to quantity of ink desired. They are also easily handled—no scattering of the particles or soiling of the fingers.

ZANERIAN INK POWDER



Quart package, 30c. Six packages or more, 22½c per package, net. Blue black writing fluid for school or commercial use which will positively not corrode a steel pen can be made by simply placing the contents of one package of Zanerian Ink Powder in a quart of water. The directions given on each package are so simple that any person can quickly make good ink with this powder.

Everybody knows what a joy it is to write with ink which flows freely from the pen and produces a good, strong, clear cut line. You will be delighted with the beautiful, graceful lines which can be made with this ink. Why not supply yourself with ink which has been made from Zanerian Ink Powder? By so doing, you will save on carriage charges, insure ink against freezing, secure better results in handwriting, and save a great deal of money.

ZANERIAN INDIA INK

1 Bottle postpaid..... 40c
1 Doz. Bottles by express.....\$1.00

The quality of many inks was greatly lowered by the war because certain ingredients could not be secured from foreign countries and the quality of many inks has not yet come back. The Zanerian India Ink is now guaranteed to be up in quality to pre-war standards.



Zanerian India Ink has well been termed the Penman's India Ink. While it is the equal of any other ink for drawing, it is pre-eminently the best for preparing script for photo-engraving. A finer and smoother line can be made with it than with any other. The work in this catalog was executed with this ink and photo-engraved from pen and ink copy. It is as good as the stick India Ink and requires no grinding. It is always ready for use.

With each bottle we send a copy of "Helps and Hints on India Ink and on Preparing Script and Drawings for Photo-Engraving," which contains complete instructions on these subjects.

When thinned with water according to instructions, a splendid ink for business or ornamental writing is secured, many preferring it to any other for these purposes.

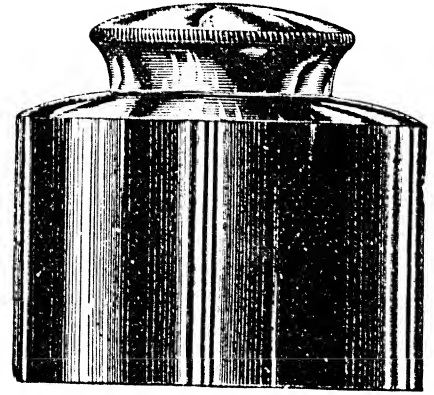
ZANERIAN WHITE INK



We have tried many different kinds of white ink but we believe that there is no better made for writing or drawing purposes than the kind we are handling. With every bottle we send an instruction sheet telling how to use the ink so as to get the best results.

One bottle, postpaid..... 30c
One dozen bottles.....\$3.30, postpaid

ZANERIAN HARD RUBBER INKSTAND



The above cut shows the full size of this polished hard rubber screw-top inkstand. It is made especially to our order and is the only one of the kind that has a mouth one inch wide, inside measurement, which is plenty wide enough to admit any oblique holder. Air tight, prevents evaporation, and it will not leak. Ink can be carried anywhere in it. A fine and serviceable inkwell for use anywhere.

Price, postpaid, each 70c

ZANERIAN GOLD INK



Zanerian Gold Ink is the most brilliant and free flowing gold ink on the market. There is a great difference in gold inks, many of the cheaper kinds being almost entirely worthless.

1 bottle25c
1 dozen bottles, by express\$2.00

ARNOLD'S JAPAN INK

We are headquarters for Arnold's Japan Ink, carrying a larger stock than any other dealer in this country. When used according to the instructions which we send with every bottle, telling how to get the best effects, the ink is without doubt one of the very finest to be had for executing fine penmanship, such as letter writing, card writing, flourishing, etc. Practically all professional penmen use this ink.

1. bottle, 4 oz., postpaid.....\$.50
1 pint\$.75 plus postage
1 quart 1.15 plus postage

ARNOLD'S WRITING FLUID

1 Pint (Pints only), plus postage....\$.75

ZANERIAN GOLD BRONZE POWDER

A money maker for pen workers, and especially for card writers. Sprinkle some of this sparkling powder on the ink before it dries and enough will remain on the shades to make them a brilliant gold color. Catch in a small box that which does not adhere to the ink and but little bronze will be used.

Arnold's Japan is a good ink to use in connection with the bronze powder, for it contains some gum. If a drop or two (not more) of pure glycerine is added to the ink the powder is less likely to rub off.

Give this bronze a trial, delight your customers, and see the shekels roll in.

1 oz. package, postpaid, 25c.

HIGGINS' ETERNAL INK



A fine fluent, carbon writing ink for general use. Black from the pen point and eternally remains so. Proof to age, air, sunshine and chemicals. May be diluted for use in fountain pens. An ink for bank, legal and corporate use, business writing, general correspondence, and state, county and town records.

2-ounce bottle, 10c, plus postage.
Per dozen, \$1.20, plus postage.

Higgins' Inks are used largely by penmen. Special prices per dozen bottles. We can furnish almost any ink that may be desired. Send us your orders.

HIGGINS' AMERICAN DRAWING INK



This India Ink is used largely by artists, architects, engineers, schools, colleges and institutions. It is considered a standard liquid drawing ink by many professional draftsmen.

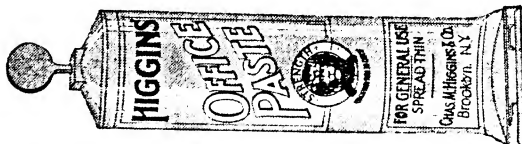
¾ oz. bottle, 25c, plus postage.
Per dozen, \$3.00, plus postage.

HIGGINS' ENROSSING INK



A dense black indestructible ink, especially adapted for all important writings, records and engraving. Intended for ornamental penmanship, card writing, etc. Water-proof when dry. Will never fade.

2-ounce bottle, 25c, plus postage.
Per dozen, \$3.00, plus postage.



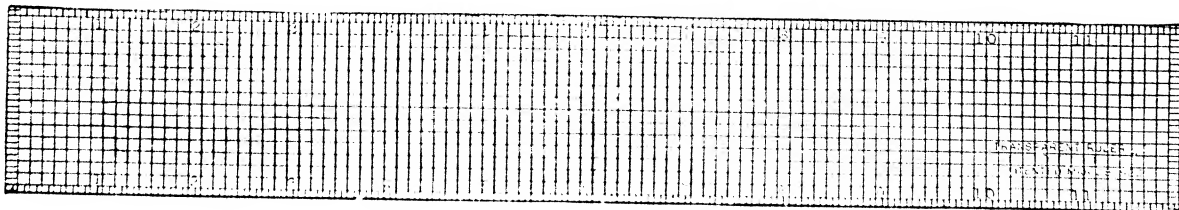
HIGGINS' OFFICE PASTE

All-purpose; for office, school and home.

A pure, white semi-liquid paste, pleasantly scented. Always ready for use. Will not discolor paper.

Per Dozen, \$1.20, plus postage; 1½ oz. Tubes, each 10c, plus postage.

TRANSPARENT RULERS



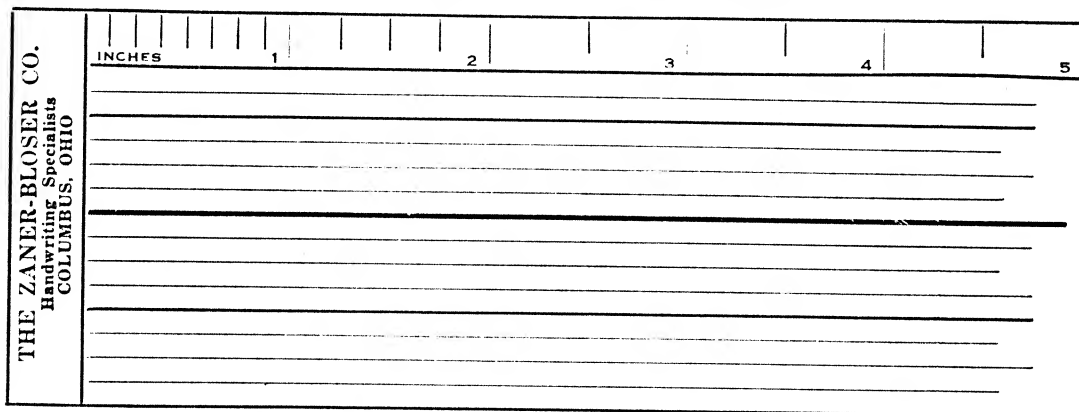
Flexible, beveled edge. The lines on these rulers cannot be erased, rubbed off or worn off. The rulers will last a lifetime.

This transparent ruler can be used like any other ruler, but it has several advantages other rulers do not have. For example, if you wish to rule a sheet with parallel lines, you begin at the bottom with the width desired, shove the ruler up the width you are ruling and continue until the entire sheet is ruled. It is unnecessary to place dots on the paper.

The small ruler is used by many accountants who have always wanted a 6-inch ruler with bevel edge and which can be carried in the pocket without making a bulge.

Postpaid prices—1 inch x 6 inches, 25c; 1 inch x 12 inches, 50c; 2 inches x 12 inches, 75c.

The Zaner-Bloser Diagnostic Ruler For Diagnosing Errors in Handwriting



1 Diagnostic Ruler, postpaid, net.....35c
12 or more, postpaid, each, net.....30c

What Is Wrong With Your Handwriting?

This ruler is about 2 inches wide by 9 inches long, made of transparent celluloid, with lines one-eighth of an inch apart running the long way.

It is used to test the slant of writing, to see whether letters are of uniform height, and to see whether the margin is even. By placing the ruler over the writing, with one of the lines in the direction of the slant of one letter, it is easy to see whether other letters under the ruler are on the same slant.

In determining whether height and margin are uniform, one of the lines is placed even with two letters, and the other letters will then appear even with the line, or above or below as the case may be.

This is one of the best diagnostic devices for handwriting that we have yet seen; and unlike all other diagnostic devices it takes almost no time on the part of the teacher.

A ruler in each schoolroom will add interest to the writing lesson, and help learners to make more rapid progress.

HARD RUBBER RULERS

The three rulers listed below are very carefully made of the best quality of hard rubber, and fulfill the demand for articles of this character in both superior quality and workmanship.

They are not affected by ink which may come in contact with them as are many other materials of which rulers are made. A good ruler is a very satisfactory article.



Scale Ruler—12 inches long, 1 3/16 inches wide. Price, postpaid, 65c.

Flat Ruler—12 inches long, 1 inch wide, not scaled. On under side is a soft flexible rubber strip 1/8 inch thick, 9/16 inch wide, full length of ruler.

Price, postpaid, 50c.



TOP VIEW



Flexible Ruler—12 inches long, 1 inch wide, not scaled.

Price, postpaid, 50c.

"CRAYONEX" WAX CRAYONS

Colors Based On The "Old Faithful" Tuned Palette



"Crayonex" — The 3-Way Crayon for use on Paper, Fabric, and Wood. Because of its superior quality, "Crayonex" is more adaptable for school and crafts work than any other wax crayon. The colors mix together without the usual rolling or peeling.

"Crayonex" is not brittle and therefore less subject to breakage. It has a high melting point.

No. 3—Tuck box, 8 crayons, red, yellow, orange, blue, green, violet, brown, black. Per dozen.....80c

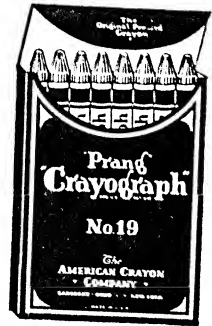
No. 4—Tuck box, 16 crayons; assorted colors. Per dozen\$1.60



The "Old Faithful" Tuned Palette provides an orderly sequence of color, carefully balanced in hue as well as intensity.

"CRAYOGRAPH" PRESSED CRAYONS

Colors Based On The "Old Faithful" Tuned Palette



"Crayograph" PRESSED Crayons are most practical crayons for all grades. They are easy to use, wear longer and break less easily than wax crayons. They keep a point well, blend perfectly, the work is easily erased and does not blur. Un-

excelled for map work. Exceptionally fine and true in color. "Crayograph" gives a pastel instead of a glossy tone to the drawing.

No. 9—Tuck box, 8 crayons: red, yellow, blue, green, orange, violet, black, brown. Size of stick 3"x1/4". Per dozen80c net, postpaid

No. 19—Tuck box, 8 crayons, standard size, 3 1/2"x5/16". Colors same as in No. 9. Per dozen\$1.20 net, postpaid

"PASTELLO" PASTEL CRAYONS

Colors Based On The "Old Faithful" Tuned Palette

"Pastellos" are similar to French pastels but are made stronger for school use. They are of "micro-fine" texture, and exceedingly smooth. Being pastel-like they blend to produce beautiful effects. Their sketches do not rub easily. Clean to handle.

No. 8—8 crayons, 3" long, as-



sorted colors, wrapped in strong labels. Per doz., net postpaid, 80c.

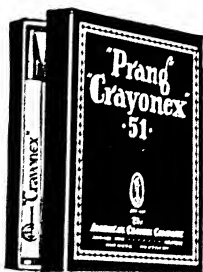
No. 1012—21 sticks, unlabeled, assorted colors.

Per dozen, net postpaid.....\$2.20

No. 1044—24 sticks, assorted colors, unlabelled. Hinged cover box, each crayon in a separate groove. Per dozen, net, postpaid.....\$4.50

KINDERGARTEN AND PRIMARY CRAYONS

Colors Based On The "Old Faithful" Tuned Palette



"Crayonex" No. 51—The Kindergarten Box. Hinged cardboard box, same colors as in No. 3. The sticks are large making them easier for small children to handle, and of greater strength. Per doz., net, postpaid \$2.25

"Kindograph" No. 934—Lift-lid cardboard box. 8 large size crayons — high grade quality. Same colors as "Crayonex" No. 51. Per doz., net, postpaid, \$2.35

"Kindograph" Hexagonal Crayons—Size 5"x1/2". Assorted colors. Packed 1 dozen solid colors to the box. Per doz., net, postpaid, \$4.10



"FREART" CRAYONS

For Use in Kindergarten and Primary Free Expression Work

Large sticks of soft chalk crayon with an enamel coating. Colors: red, orange, yellow, green, blue, violet, brown, black.

Packed 1/2 gross in a wood box,



Size of Crayon, 4" x 1" in diameter

solid color.

Per box, net, postpaid.....\$1.85

Assortment No. 1256—Wood box containing 8 each of the 9 colors mentioned above.

Per box, net, postpaid.....\$1.85

Pencils

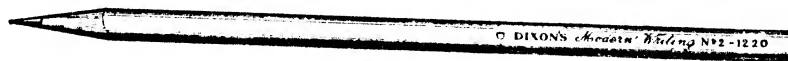
ZANER-BLOSER LARGE PRIMARY PENCIL NO. 2



Zaner-Bloser Large Primary Pencil No. 2 for grades 1 and 2. Price per doz., 50c; per gross, net.....\$5.50

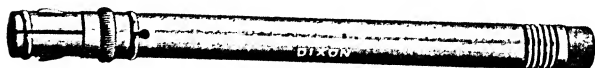
Our No. 2 Pencil is a little larger in diameter than the ordinary pencil, and discourages gripping and pinching. It contains large lead which will not easily break, and which will make a heavy line with a light touch. This pencil makes a fine appearance, since it is gray in color and bears our imprint. It greatly assists primary pupils in learning to write.

DIXON'S MODERN WRITING PENCIL



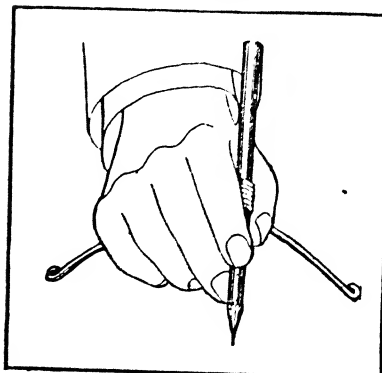
One gross, \$3.00; 25 to 75 gross, \$2.80; 75 to 149 gross, \$2.65; 150 gross or over, \$2.50. These prices are net, F. O. B. Columbus, Ohio. This is one of the best general purpose pencils which it has been our privilege to examine, and we offer it to you at a low price.

DON'T THROW AWAY YOUR SHORT PENCILS Use Them



By placing them in Pencil Lengthener No. 456 you can use them up to one inch in length. Round or hexagon pencils fit this holder. Nickel finish. clamp end, grey rubber eraser, 4" long.
Price, 15c each, or if ordered with something else, 10c each postpaid.

LOWE'S WRITING FRAME For Beginners



Prevents turning hand to the right.

All teachers of handwriting, and especially supervisors and special teachers of this branch, know that many pupils in the first and second grades persist in turning the hand on the side, and thus encourage finger movement writing.

To help pupils overcome this error in position and to aid them in keeping the wrist more nearly flat, rather than on the edge, is something that has perplexed and tried the patience of many earnest teachers. Many devices have been gotten out to help correct this wrong position of the hand and arm, but Lowe's Writing Frame has met with the greatest approval and is most widely used. It is simple in construction, easily used, and effective. It positively prevents turning the hand to the right.

A large number of testimonials from users of this frame could be given if space permitted.

One Writing Frame, Postpaid..... 15c
40 or More Frames, each.....12½c

THE HANDY PENCIL SHARPENER

This little sharpener does its work perfectly and fills the demand for a sharpener that is inexpensive, durable and always ready.

It is made of aluminum and has a steel blade that retains its keen cutting edge much longer than one would suppose. The blade can be removed easily and sharpened.

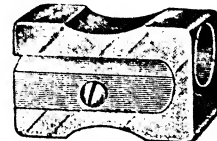
It is a very convenient article to have on ones desk for then no time will be lost in going to a large sharpener.

Being small and very light, it can be carried in the pocket and be ready for use at all times and places.

It is indispensable in the home where a large sharpener is impracticable.

It is just the sharpener for school children to use at home and in school. Much time and annoyance will be saved by them by its use.

Price, postpaid, 15c, or two for 25c.



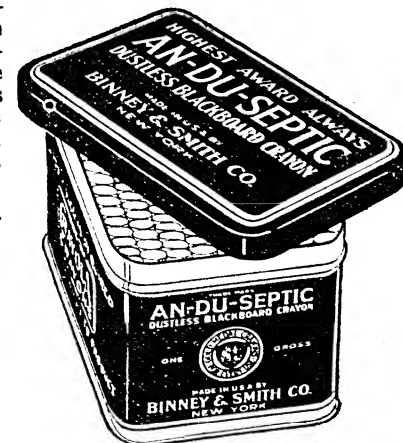
AN-DU-SEPTIC DUSTLESS BLACKBOARD CRAYON

AN-DU-SEPTIC dustless crayons are made in round, square and hexagonal shapes. White only. Packed one gross sticks in a metal box as illustrated. 25 gross in a case. Weight per case, 102 lbs.

1 to 4 cases \$17.50 per case, f. o. b. Keplers, Pa.

5 to 19 cases \$16.50 per case, f. o. b. Keplers, Pa.

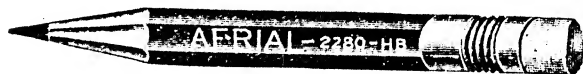
Our price less 25% to schools, f. o. b. Keplers, Pa.



No. 1386 TICONDEROGA No. 2—Dixon's standard office and school pencil. Cornerless hexagon, yellow finish, red rubber tip, gilt ferrule. No. 2 Grade most used by schools.

Price, each \$.05
Price, per dozen50
Price, per gross 5.30
Price, per gross (10 gross quantity)..... 5.00

A Quality Pencil at a Low Price



"Aerial" Hexagon 2280, assorted finishes, necked tip, white rubber. A leader on the market today for general school use. Hexagon in shape. An especially low price for a very high grade pencil. Writes smoothly and easily. ½ gross in a box loose.

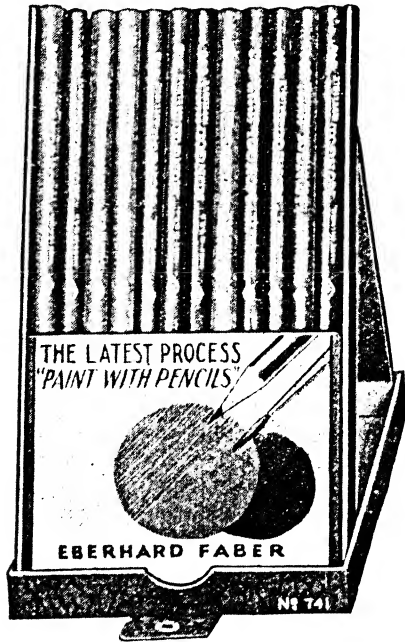
Price, 1 gross, \$3.00; 25 gross, \$2.35 net per gross.

The MONGOL Pencil

"In a class by itself"

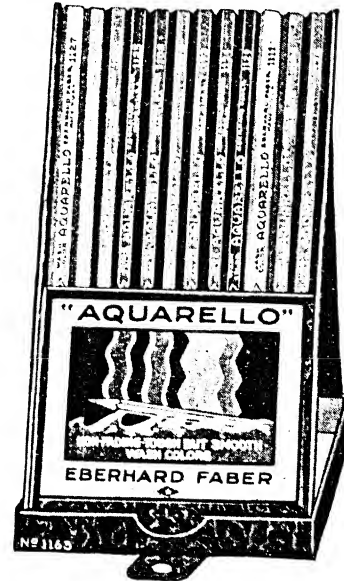


482 MONGOL, hexagon, yellow polish, black tip with distinctive gold band, red eraser. No. 2. Packed 1 dozen in a box, 1/2 gross in a carton. Per gross.....\$5.00



741 MONGOL COLORED INDELIBLE ASSORTMENT. A cloth-covered, pocket size, easel box, containing one each of the 12 different colors of round Mongol Colored Indelible Pencils. Packed 6 boxes—(1/2 gross pencils) in a carton.

Per dozen boxes.....\$8.25
1 box\$1.00



1163 AQUARELLO WATER COLOR PENCIL ASSORTMENT. A cloth-covered, pocket size, easel box, containing one each of 12 different colors of the Aquarello pencils.

| | | |
|----------------|----------------|------------------|
| 1106 Carmine | 1124 Violet | 1128 Dark Green |
| 1108 Sap Green | 1125 Dark Blue | 1129 Black |
| 1111 White | 1126 Scarlet | 1165 Ultramarine |
| 1112 Orange | 1127 Yellow | 1193 Sepia |

Each box contains a descriptive circular giving instructions regarding the use of these pencils. Packed 1/2 dozen boxes in a carton.

1 box\$1.00
Per dozen boxes.....\$8.25

PENCIL AND INK ERASERS

These erasers are the highest quality on the market. We cannot sell less than two, but we can send one pencil and one typewriter ink eraser postpaid for 10c.



Pencil Erasers No. 112. Exact size.

This eraser with its bright, attractive coloring of red, its convenient shape and its unsurpassed erasing qualities, has long been recognized as a standard for commercial and general use.

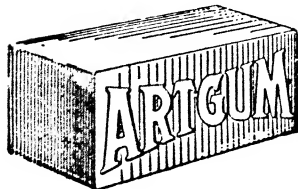
One eraser, postpaid, 5c net; one dozen erasers, 45c, postpaid; one gross erasers, \$4.25, postpaid.



Combined Ink and Pencil Eraser, No. 110. Exact size.

One-half is pencil and the other half ink and typewriter eraser. Very convenient to make quick erasers of both.

One eraser, 5c net; one dozen erasers, 45c, postpaid; one gross erasers, \$4.25, postpaid.



While Artgum is used for many purposes, such as cleaning clothing of grease spots and dirt, cleaning wall-paper, etc., to the artist and draftsman it has become almost indispensable as a cleaner and eraser for all kinds of work.

One piece, 2 1/4 x 1 x 1 inch, postpaid, 10c.



Typewriter and Ink Eraser, No. 102. Exact size.

This is one of the most popular ink and typewriter erasers on the market. Pen users use it to erase ink, and stenographers to erase typewritten matter.

One eraser, 5c net; one dozen erasers, 45c, postpaid; one gross erasers, \$4.25, postpaid.

SCHOOL ERASER LISTED ON PAGE 51.

THE ART OF SIGN PAINTING

By F. H. Atkinson

This book embraces a series of instructions written and illustrated in a practical manner. It contains lesson sheets and review questions, ninety-six designs in complete composition, with color note for each; 160 pages of practical text matter, and 75 alphabets. As an every-day reference book for active sign painters, it stands alone—replete with color schemes, color notes and color composition. This revised edition contains an outdoor display section with text and thirty-two new layouts.

Cloth, with Cover Design Stamped in Four Colors. Large quarto. 250 Pages. Illustrated.



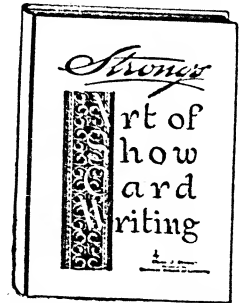
Price, \$1.00

STRONG'S ART OF SHOW CARD WRITING

(New Edition)

By Chas. J. and L. S. Strong and Wm. Hough Gordon
Size 7x9½. 3 Color Cover

The mere fact that this book was compiled by America's foremost letter artists should be sufficient in itself to prove its merit. A complete education in the art of show card lettering. 240 pages. 265 illustrations. 32 alphabet plates.



Price, prepaid, \$4.00

HOW TO CHALK TALK

By Harlan Tarbell



Board Binding,
Price, \$1.00.

A complete presentation of the theory and practice of this fascinating form of entertainment, including a discussion of the principles of chalk talking, materials and equipment required, how to arrange a program, color pictures, facial expressions, various kinds of trick pictures, including evolution and upside-down pictures, landscapes, turning names into faces, dot pictures, famous characters, seasonable pictures, closing pictures. There are 52 full-page original illustrations showing just how the crayon pictures are started and completed. A great many of the subjects

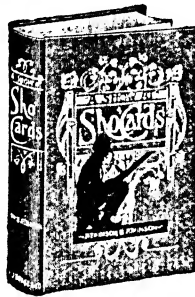
are humorous. These drawings have been chosen by the author from among the most popular items of his own programs, which he has found by experience to be sure-fire. Humorous patter, or talk, is also included for delivery while making the various drawings. Guided by this book, any amateur entertainer with an artistic bent should make rapid progress as a chalk talker.

A SHOW AT SHO' CARDS

By F. H. and G. W. Atkinson

A practical instruction book for Card Writers. In a clear and concise manner it presents all that can be desired in method, execution and design, as practiced in up-to-date show card studios. The book is rich in suggestions of ways of producing novelties, of materials used in producing unique effects, gives all the popular card-writing alphabets and a large list of phrases for inscriptions.

This book embodies the results of twenty-five years' experience in designing, sign and pictorial painting. It meets the needs of experienced card writers as well as the student.



Price, \$1.00

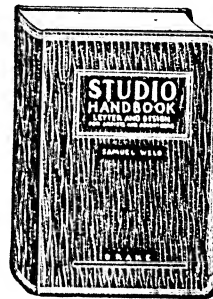
Size, 9x12. 300 Pages. 120 Designs. 35 Alphabets.
Cloth, with Cover Design Stamped in Three Colors.

CHALK TALK AND CRAYON PRESENTATION

By BART. (Chas. L. Bartholomew)

Pictorial expressions of ideas valuable to lecturers and teachers as well as entertainers. Very practical. Contains 150 pages (9 chapters), covering all stages of this art. Illustrated by Briggs. Cloth bound,

Price, \$1.25, postage 10 cents additional.



Price, \$3.00,
postage paid.

STUDIO HANDBOOK OF LETTERING AND DESIGN

FOR

ARTISTS AND ADVERTISERS

NEW 1931 EDITION. MANY
PAGES OF THE LATEST IN
LETTERING ADDED.

By Samuel Welo

This book is built with a basis of many years' experience in the field of Art for Advertising, by a Commercial Artist who has made a study of the many needs that come daily to the Artist and the Advertiser.

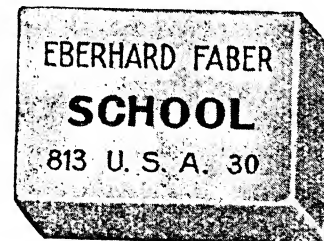
A Book for all Needs — Brim full of Help
HAND LETTERED from COVER to COVER

TABLE OF CONTENTS

Whys and Whats on Lettering—What Lettering Can Express—Occasional Lettering, Fifty Styles—Arrangement of Lettering—Lettering That Commands—Get Balance in Layouts—Panels, Will Help You—Copy-Box "Corners," Twenty-nine Styles—Page Rules, Thirty-five Styles—Border Suggestions—Use Ornament Design—Ribbons—Dingbats—Theatrical Masks—The Printer's Rules—Type Characters—Publication Sizes—History of the Letter—Old and Modern English—The German Black Letter—French Script—All Modern Alphabets, Sixty-two Pages—Latest in Lettering—Find the Right "The"—Trade Marks—Monograms—Question Marks—Ampersands—Numerals—Helpful Hints.

The Studio Handbook contains 250 pages, size 5x7 inches, and is bound in flexible leatherette, with colored edges.

SCHOOL ERASER



813 SCHOOL, soft, pink, sizes 20, 30, 40, 60, 80 and 120 (size indicates the number of pieces to box).

Per box \$1.40
1 No. 30..... 5c

The Educator

A magazine devoted to EDUCATION and HANDWRITING

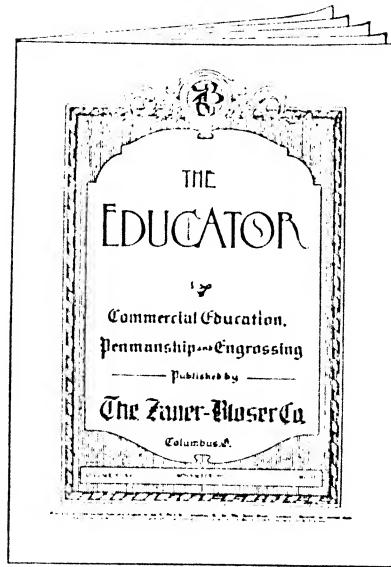
This is a monthly magazine, started in 1895. For the last thirty-one years it has spread the gospel of good penmanship and thorough business training to hundreds of thousands of commercial teachers and commercial students. Many of our friends are kind enough to tell us that the present issues are the best we have ever published. With your support we hope to make the coming year still better.

COURSES OF LESSONS

Every number of the EDUCATOR contains an installment of two courses in plain business writing, one beginning in September, and the other in February.

Lessons and specimens of Ornamental Writing, Lettering and Engrossing appear in each number. There is an interesting Students' Page, etc.

Articles on Methods of Teaching, Courses of Study, Business College Advertising, Public School Penmanship and other subjects of interest to teach-



SUBSCRIPTION PRICE

\$1.25 a year, 15 cents a copy.
Canadian postage, 30 cents.
Foreign postage, 20 cents.

ers of penmanship and commercial branches appear in each number. No present or prospective teacher can afford to miss the articles published month by month.

SEND US CLUBS

Hundreds of teachers send us clubs of subscriptions from their students every year, and thousands of teachers send us their own subscriptions. Write for club rates.

THE EDUCATOR CERTIFICATE

All students who follow the lessons in business writing given in the EDUCATOR and bring their work up to a satisfactory standard will be awarded the handsome Educator Penmanship Certificate. Thousands of students work for their certificate and make marked improvement in writing.

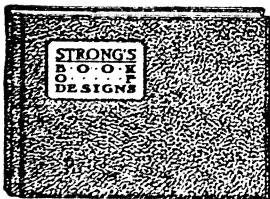
Write for circular regarding Penmanship Certificates.

THE EDUCATOR, Columbus, Ohio

THE ZANER-BLOSER CO., Publishers

Book of Designs

By Chas. J. and L. S. Strong

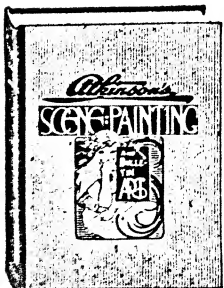


Price, Prepaid, \$4.00

Revised edition, 8x11, printed in 23 different colors, leatherette cover, gold stamping. The fact that the color plates contained in this book cost over \$4,000.00 should be proof of its elaborateness. 200 designs of every conceivable nature in colors. 50 tinted air brush designs, flowers, ornamental designs, ideas for show cards, new and original alphabets, sign ends and hanging signs, letterheads, business cards, scrolls, ribbons and panels. In all a masterpiece of ornamental art and of the highest value. An inspiration to all who letter or design.

SCENE PAINTING and BULLETIN ART

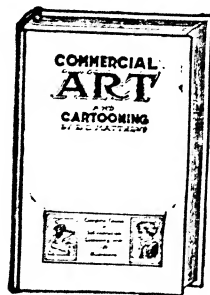
By F. H. Atkinson



Price, \$4.00, postpaid

This book is written in three sections: (1) Educational—containing practical instruction in color and technique, gives the true system of establishing "tone", also how to establish the "key"; elementary and advanced drawing. The chapters on Perspective are thorough and fully illustrated. (2) Scene Painting—everything from equipping a studio to finish scenes. (3) The Bulletin Art section is devoted to the latest methods in use by bulletin artists, gives all preliminary steps, scaling, treatment of the surface, "control" of values, drawing pounces, composition, restrictions, standard palletes. Every sign painter should have this book.

Learn How to MAKE MONEY as a COMMERCIAL ARTIST or CARTOONIST



Price, \$1.25

Have you ever wished that you were the one who made comic drawings for the Daily and Sunday Newspapers, and received the enormous salary that some of those artists make?

Or have you wanted to draw illustrations for books, magazines, cover designs, posters, car cards, advertisements, etc.?

If you have, and still want to do so, don't fail to get the book

Commercial Art and Cartooning

By E. C. MATTHEWS

Author of the book "How to Paint Signs and Sho' Cards"

This book contains a practical course designed to lead you from the simplest elementary drawing to the higher branches of illustration and is more complete and up-to-date than many "courses" selling at many times the price of this book.

CONTENTS:

Elementary Drawing; Still Life; Pen and Ink Work; Methods of Reproduction; Perspective; Pencil Sketching; Trees and Foliage; Charcoal and Crayon; Wash Drawing; Engraving House Work (including mechanical photo retouching and air-brush work); Figure Drawing; Cartooning and Humorous Illustrating; How to Sell Your Work.

Book contains over 125 illustrations, size 5½x7½ inches, printed on coated paper and bound in cloth.

How to Draw Funny Pictures

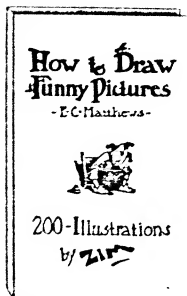
By E. C. MATTHEWS

Author of

"How to Paint Signs and Sho' Cards,"

"Commercial Art and Cartooning,"

"The Lacquer System of Sign Painting," etc.



Price, postpaid,
\$3.00

This book shows the student exactly how to start and what to do, for the text-matter is carefully graded and the student commences with the simplest studies and works up to the most difficult cartoon compositions. Every imaginable phase of cartooning is explained and illustrated in full. It gives pictures of landscapes, expression pictures, cartoons of the different races, sketches of children, old men, pretty girls, or almost anything you can ask for. The following general headings give an idea of the scope of the work: Materials, Faces in Caricature, Comic Figures, Wash Drawings, Action and Perspective, Cartoon Animals and Scenic Backgrounds, Character and Expression, Seasonal and Holiday Cartoons, School and College Humor, Illustrated Jokes, Picture Animaling and Chalk-Talking, How to Illustrate Humorous Articles, Sports Cartooning, Political and Editorial Cartooning.

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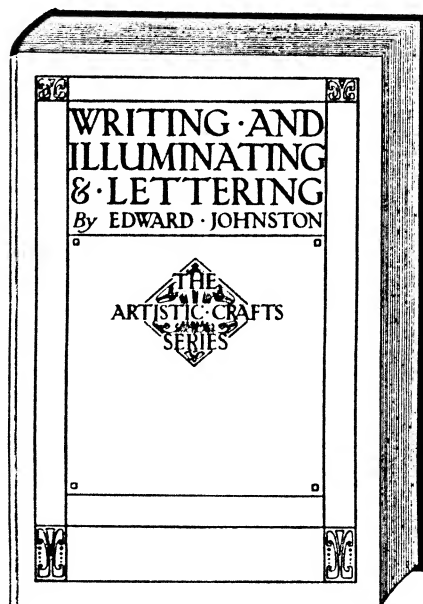
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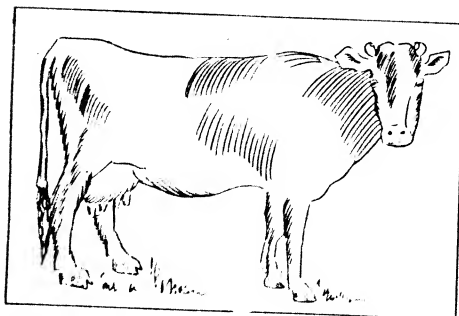
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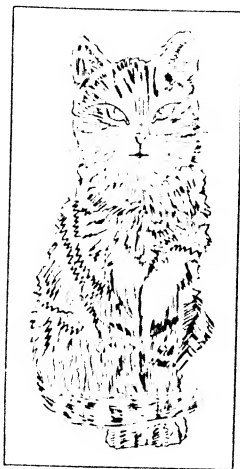


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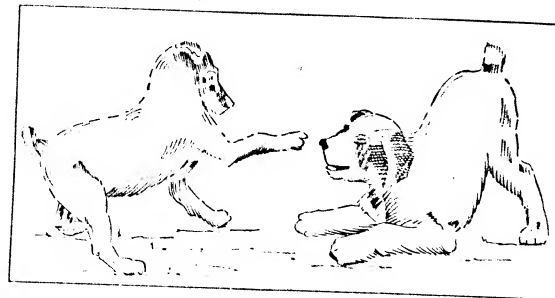
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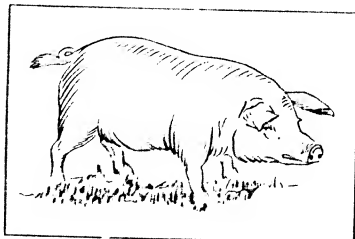
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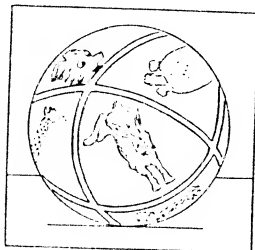
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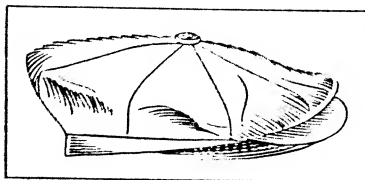
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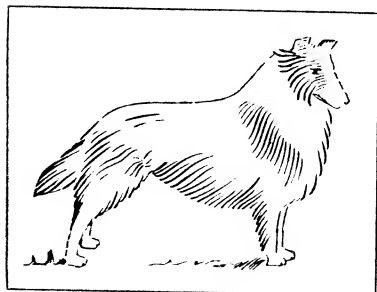
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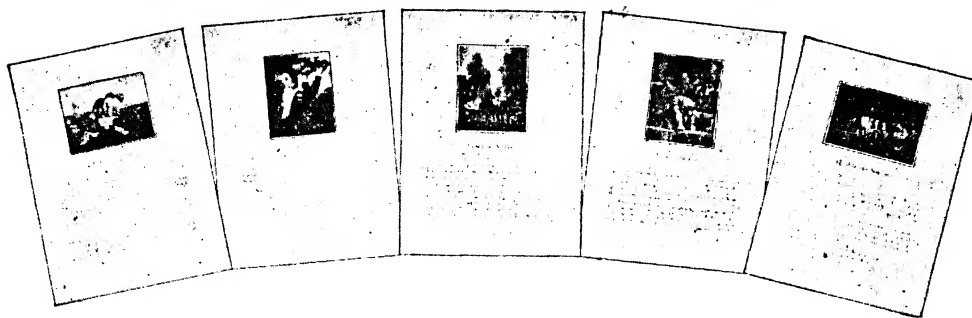
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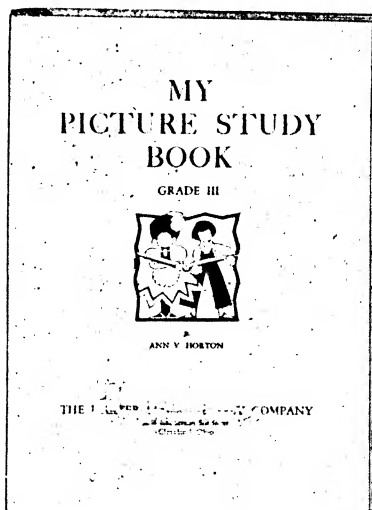
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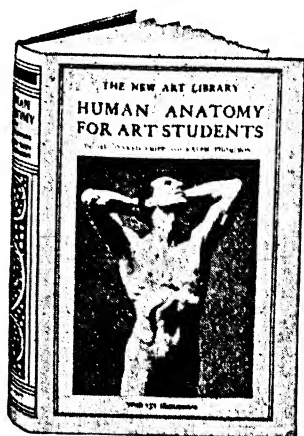
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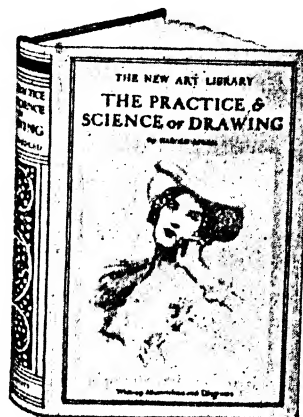
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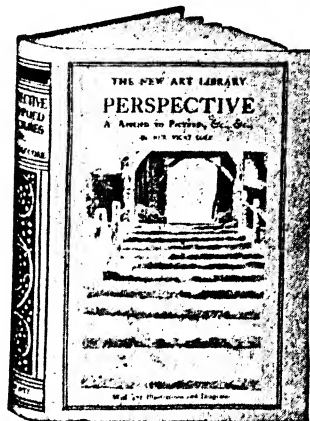
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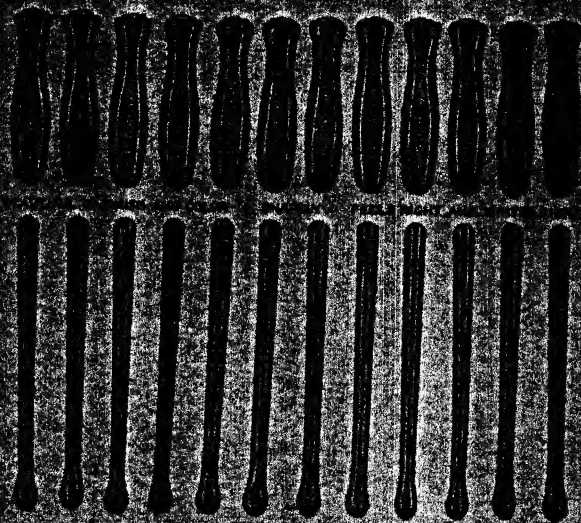
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